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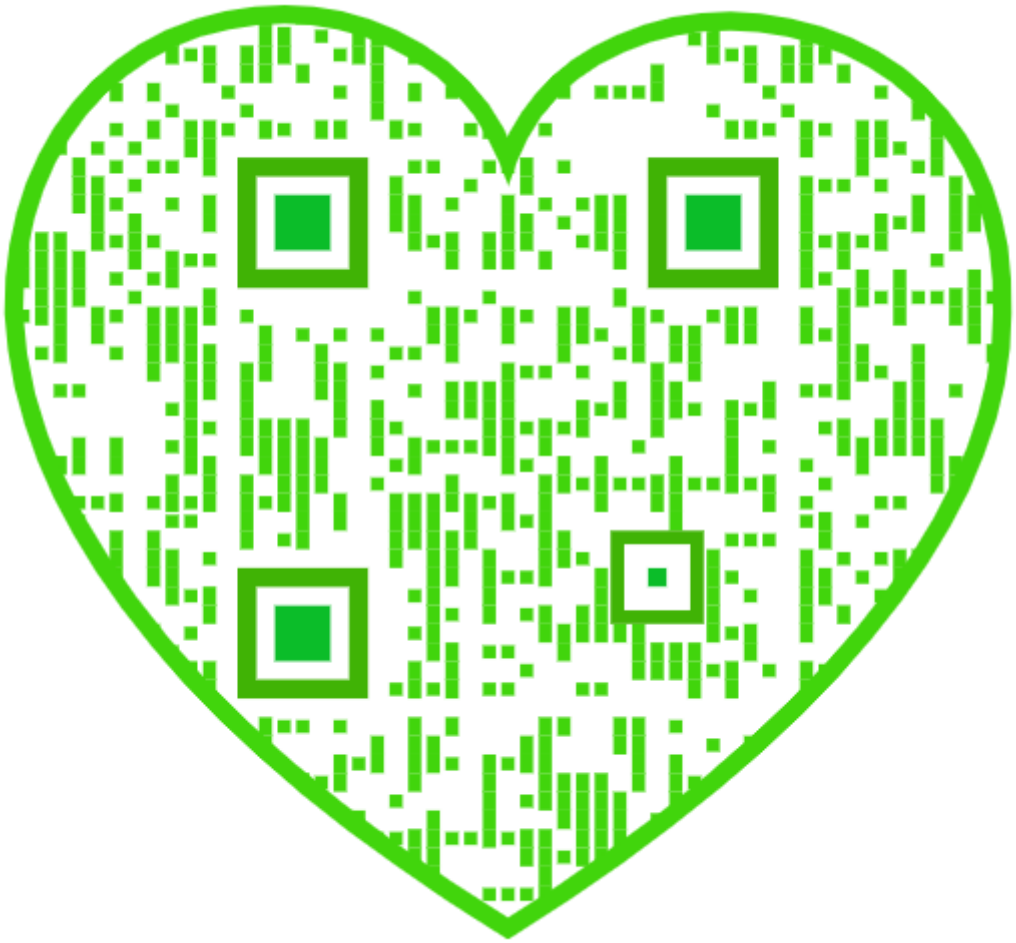
THE PRACTICE OF JOURNALISM

WILLIAMS AND MARTIN



THE PRACTICE OF JOURNALISM

THE PRACTICE OF JOURNALISM

A Treatise on Newspaper Making

By

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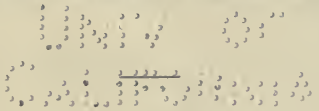

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PART I. THE PROFESSION.

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II. The Newspaper—City, Country, Special.
III. The Division of Labor.
IV. The Sunday Paper.
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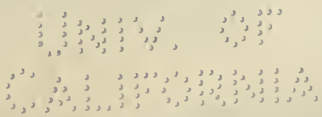
I. JOURNALISM AS A PROFESSION.

Journalism is the conducting, directing, managing, writing, for a journal, newspaper, magazine, or other periodical publication. Persons thus engaged are journalists.

Printing is necessary to the publishing of a journal, but printing is not journalism. Printing merely affords medium for journalistic expression. Expression not medium constitutes journalism. Printing is a trade or, in its highest form, an art.

The production of newspapers and periodicals involves purchase of news-reports, employment of labor, sale of advertising space, sale and distribution of published copies. This production of the newspaper or periodical is publishing. Publishing is a business.

Journalism is in essence different from printing and publishing. It is the gathering and presentation of news and of comment upon the news, of discussion of all that interests, entertains, informs, or instructs. It affords the pictured record and interpretation of human life in every aspect. The journalist is recorder, advocate, buyer and seller of news, judge, tribune, teacher, interpreter. When he only buys



and sells news, he is in business. When he merely records, he is clerk and bookkeeper for the day's doings. When he interprets, whether as contributor, writer, editor, journalism is near of kin to literature, if it is not literature. In its highest sense journalism is not trade nor business, but profession, the profession of the interpreter.

The term journalist was once held in disrepute by many members of the profession. By preference the term newspaper man was used for description. A journalist was said to be all pretense and a newspaper man all practice. This ancient prejudice against the term journalist doubtless was caused by the existence of numerous hangers-on, camp-followers, parasites. Men who wrote an occasional article for a newspaper or had a slight connection with some journal posed as journalists to the disgust of the men who actually made journalism their life work. More recently, however, this prejudice is disappearing. No other word so accurately serves for definition. Journalism has become a profession in which special aptitude, equipment, experience and training are increasingly necessary. The result of changed conditions, brought about by the marvelous growth of the press, has been to create a body of journalists forming a distinct profession.

The profession of journalism has for its members men—and women—who do widely different work.

It includes reporters, editors, illustrators, special writers, directors, managers. It includes workers on country newspapers and on city newspapers, on dailies, weeklies, monthlies, quarterlies. While their duties are widely different in many ways, they have the common purpose of journalism, to record for the public and to interpret to the public that which is of public value and interest.

The fascination of journalism is, in part at least, in its appeal to man's desire for power, mastery, service. The journalist is creator, not merely carpenter and joiner. The highest journalism does not give a photograph but a portrait of life. While on the business side the making of a newspaper is a commercial enterprise, as much so as the management of a department store, yet few men enter journalism only or chiefly for business or commercial reasons. The man who enters journalism merely to make money does not achieve the highest professional success. Gen. H. V. Boynton, long a Washington correspondent, said: "Men write for money, for fame and for dear life—journalists for all three." The call of journalism is a call to joyful, fascinating service. Called a grind by many of its followers, involving hard, continuous, nerve-racking, brain-exhausting, body-fatiguing labor, no journalist ever willingly quits journalism for another vocation. It is a tradition of the calling that the man who gets

printer's ink on his fingers—who goes seriously into journalism—never entirely gets it off.

Personality trained, equipped, experienced, is dominant in journalism. That journalism has become impersonal is frequently said in way of belittling comment. Journalism is less personal in the sense that it has become co-operative rather than individual. The successful practice of journalism, however, demands now more than ever before trained personality and to such brings its highest reward. Journalism, the journalism that is worth while, is personal journalism. "Whenever in the newspaper profession," wrote Charles A. Dana, in the New York Sun, "a man rises up who is original, strong and bold enough to make his opinions a matter of consequence to the public, there will be personal journalism; and whenever newspapers are conducted only by commonplace individuals, whose views are of no consequence to anybody, there will be nothing but impersonal journalism." Personal journalism has not been succeeded by impersonal journalism. The journalist was never more powerful nor did personality ever count for so much in the profession of journalism as now.

"Great is journalism," wrote Thomas Carlyle, "for is not every editor a ruler of the world, being a persuader of it?"

This is the Profession of Journalism.

II. THE NEWSPAPER—CITY, COUNTRY, SPECIAL.

The American newspaper has all fields for its own. It finds its home in the smallest villages as well as in the largest cities. Where all other business enterprises have been affected by the spirit of consolidation, there are each year more newspapers in more different towns. There never has been and is not now a newspaper trust. While the publication of newspapers and periodicals grows larger in the centers of population, there has been no decrease but rather a considerable increase of the newspapers and periodicals in the smaller communities. Scarcely a county in any state of the United States, however sparsely settled, has not a local county newspaper. There is scarcely a town of a thousand inhabitants without a weekly journal. This is particularly true of the West and Southwest. In the North and East transportation facilities are such as to permit local newspapers to serve two or more communities.

The first general division of the press may be into the city, the country newspapers, and special or class journals. This excludes from consideration the periodicals, class publications, monthlies and national weeklies. The line of division is not easily drawn.

It is difficult to define that which is a city in America and that which is a country town. The city newspaper is, of course, a newspaper published in a city, but there are in the United States cities of a million inhabitants and cities of a few hundreds. The newspapers published in cities differing thus largely in population differ as largely in character. Of 22,000 newspapers and periodicals in America, probably 300 are daily newspapers of general circulation, published in cities of more than 250,000 inhabitants. These may be called the metropolitan dailies or the metropolitan press. The country press consists of the newspapers, daily and weekly, published in smaller towns. The third division comprises a large body of class journals, of weeklies, of monthlies, of periodicals in newspaper and magazine form, devoted to the interests of some special class, trade, business or profession.

The special newspaper or periodical is of such varied form that it can not be classified except broadly for description. Under the general classification may be placed all newspaper and periodical publications other than daily and weekly newspapers. The monthly magazine, which has within the last twenty years become numerous, excellent and widely circulated, is in this class. The spirit of the modern newspaper has affected the magazine and it has added timeliness to other excellencies and become

journalistic rather than merely literary. Under this general head may be placed the weekly journal of wide circulation, publishing news and comment, and generally profusely illustrated. The trade and class newspaper or magazine is also included. Fraternal orders, religious denominations, businesses, trades and professions have newspapers which serve as mediums to advocate the claims or give the news that which they represent. No interest, however, small, fails to have a periodical devoted to itself.

The country newspaper, as distinguished from the city or metropolitan newspaper, is the most numerous. More than 16,000 American newspapers may be thus classified. While there are a few country newspapers issued twice or three times a week, the great majority—more than 98 per cent—are issued daily or weekly. The country weekly is the most numerous and in its own sphere, if ably conducted, the most influential journal. In the United States are 12,500 country weeklies. They are often the recruiting ground from which are taken workers on the larger newspapers. While the city journalist is generally a specialist, the country journalist must be acquainted with newspaper work of all kinds: reporting, the writing of editorials, the preparing of advertisements and, frequently, the conduct of the business and mechanical departments. Towns of 5,000 population or larger usually have a daily

newspaper—one or more. The small country daily is ordinarily the outgrowth of a country weekly, the town having increased in population to such an extent as to demand a daily newspaper. In the smaller cities, having population of from 25,000 to 250,000, there are daily newspapers which approximate in character, strength and news-service the metropolitan dailies. They have more in common with the metropolitan dailies than with the country newspapers with which they are here classified.

The city newspapers form a separate class. These are the metropolitan dailies. The large capital necessary for their establishment and maintenance, their great business of subscription and advertising receipts, their far-reaching news-service, place them in a separate class. All newspapers are business enterprises. They must maintain themselves in order to continue as newspapers. The metropolitan newspaper requires for its maintenance an expenditure of hundreds of thousands of dollars annually and hence its conduct must be that of any great business enterprise. Three-fourths of its revenue comes from its advertising. It must have circulation to obtain advertising. This circulation is obtained only by the publication of a newspaper that the public wishes to read. It is a mistake to suppose that advertisers dictate the policy of a newspaper. This policy depends upon the most

powerful agency existing in a republic—public opinion. This public opinion is sometimes directed led, controlled, or moulded by the newspapers, but in the last analysis the public has exactly the kind of newspapers it desires. If it does not have such newspapers, the reason is that the newspaper makers do not know what the public wants or should want or do not know how to give it to the public. This applies to all classes of newspapers and periodicals, city, country, and special.

III. THE DIVISION OF LABOR.

The newspaper is a product of co-operation. It is not an output of one man. Except in the smallest offices, where the division of labor is less sharply defined, there are four separate and distinct departments in the production of a newspaper. When these departments are confounded, journalism is indifferently regarded as trade, business, art or profession. We are chiefly concerned with the departments that have to do with the gathering and presentation of news and with the interpretation of and comment upon the news. Because these departments constitute the real heart of journalism, we call journalism a profession.

Journalism, in its various branches, may properly be divided into these four departments:

The Gathering and Presentation of News.
The Editorial Page and Policy.
The Business Department.
The Printing Department.

The news is the first essential to the production of a newspaper. The very name of the product suggests its chief purpose—to give the news. Its

editorial page may be well-written and may deal with timely topics in attractive, convincing way, but the publication will not fill the field of a real newspaper unless it presents the news. The right presentation of the news is the very essence of good journalism. Hence the growing importance of the news-pages, the emphasis placed upon reporting, the thousands of dollars expended by news-associations and individual newspapers in obtaining, assembling and presenting the news. The department of journalism which has in charge the gathering and presentation of news is the largest, most carefully conducted and most expensive. It is necessary not merely to know what is the news and where the news may be obtained. It is also necessary to know how to get this news, and, the news having been obtained, how to present it to the reader of the newspaper in attractive, interesting fashion, accurately, tersely, fairly, fully. This makes necessary well-informed and resourceful news-editors, a large staff of well-trained and experienced reporters, artists and photographers and an organization constantly at work, which is effective in every part. Eternal vigilance is the price of a good newspaper.

Journalism in its practice involves more than the gathering and presentation of news. Paradoxical as the statement may seem, a newspaper that is only a newspaper is not, in the best sense, a newspaper.

The presentation of the news makes necessary interpretation of this news and comment upon it. Uninterpreted news would make a newspaper that is merely a gossip. The editorial page and policy supplement but do not supplant the news pages and the news. Here journalism becomes in truest sense the profession of the interpreter. The department of journalism which has to do with the editorial direction and control is the very heart and brain.

The newspaper must have a business department. It can not serve the public unless it reaches the public. It can not continue to reach the public except its business department is successfully conducted, unless it makes a living. The bread-and-butter problem is ever before the newspaper, as before every business enterprise. The publisher must make the income of the newspaper at least equal its outgo or it will soon be forced into bankruptcy. There are two sources of income for the newspaper—advertising and circulation. Upon these two legs the business department stands and supports the whole newspaper. Here journalism is a business.

For the production of a newspaper is necessary the fourth department, that of printing. The news may be gathered, the editorials may be written, the advertising and circulation obtained, but the printing department is needed to print the newspaper. The printers are the real makers of the newspaper. They

put in type the news and editorials and advertisements, they do the press work, they carry to completion all the mechanical processes necessary to the issuing of the printed journal. Here journalism becomes a trade.

The completed product, the combined efforts of reporters, editors, publishers and printers, is the modern newspaper.

IV. THE SUNDAY PAPER.

The Sunday paper is a product of the last decade. It is peculiar to American journalism. In no other country does it exist as in the United States and in the United States it was practically non-existent until within the last ten years. The Sunday paper is not merely a daily newspaper issued on Sunday. Nor is it merely a paper larger than the average daily paper. It is both a daily paper issued on Sunday and a much larger paper than that issued on other days, but it is more—it is an entirely different production.

The Sunday paper contains many special features and illustrations of a character not found in the ordinary daily issue. The paper, swollen in size because of the increased advertising, which in turn is attracted by the increased circulation of the Sunday edition, is commonly issued in several sections of four, eight, twelve, or sixteen pages each. These sections contain matter suited to the various tastes of the various readers. One section may be devoted to sports, one to society and fashion, one to "want" advertising, one to literature, one to general news, one to editorial, etc. Many newspapers have a separate section devoted to colored, comic pictures

for children. Some have magazine sections, issued entirely by the individual newspaper or furnished to it and other newspapers by a "syndicate" association.

The Sunday editor is responsible for the Sunday paper outside its ordinary news and editorial features. He is the managing editor of these sections aside from all news and editorial sections for Sunday and upon him devolves the issuing of a newspaper which is often larger than any issue of a monthly magazine. He must gather pictures for the Sunday paper, which contains many pictures. He must be constantly on the lookout for new, striking, entertaining stories which can be treated in more detail than is possible in the daily issues of the week. He must plan for stories, sketches, literary miscellany, the wide range of special feature articles which make up the huge Sunday edition. His work begins days in advance, for much of the Sunday newspaper must be printed before Sunday. Ordinarily only the news section is issued Sunday morning.

The newspaper which he finally produces is in reality, outside of its news columns, a magazine. Its articles in the main are of the light, sparkling style that gives the ephemeral charm to the American newspaper. There are serious, informational articles, discussions of literary and political topics, but the great mass of the Sunday paper is characterized by

a lightness of treatment. This Sunday newspaper is made possible by the great amount of extra advertising which crowds its columns. Merchants generally prefer the Sunday paper as a medium for advertising their goods.

The special feature which makes up so large a part of the Sunday newspaper must not be confounded with the special dispatch or the special correspondence. The special feature is a semi-news or wholly imaginative production, devoted to a subject of popular interest. It may deal with any subject in which the public is supposed to be interested—arctic exploration, inaugurations, telegraphing to Mars, the gossip of Washington, the mound-builders, the building of the Panama canal—the subjects which are treated by the special feature article are in number limitless. This special feature article is sometimes signed with the name of the writer. In case of a widely-known and popular author, this gives the special feature larger and more favorable recognition from the public. It becomes then, indeed, a special feature of the paper.

The special feature partakes of the character of the news story. There is range for the imagination, however, and an opportunity for comment that does not exist in the ordinary news stories. The special feature article is an outgrowth of the individual and special article which was published in a newspaper

as the feature or chief attraction of the day's issue. The term is now applied to all articles not strictly routine or of ordinary news character. It may be prepared by a member of the regular staff of reporters, correspondents, or editors. A large amount of the feature articles for Sunday editions is thus prepared. Some newspapers require a Sunday feature story as part of the week's work from their reporters. Or it may be prepared by the Sunday editor's own staff. On the largest newspapers he has a special staff of artists, editors, writers, and reporters, whose work, under his direction, is entirely upon the Sunday paper. Or it may be a contribution from an outside source, voluntarily sent in or written by request of the Sunday editor. The increasing cost of the Sunday newspaper has caused co-operation among their publishers for Sunday feature articles as had existed for years among the publishers' news associations. Organizations have been formed which furnish newspapers in different cities with the same feature stories, for simultaneous publication. In this way a higher class of feature stories may be procured at comparatively small expense to each newspaper, but thus procured they necessarily lack the local color and individual treatment possessed by the feature story written for a single newspaper.

The Sunday newspaper offers a field for the would-be-journalist not open on the daily issue of the same

newspaper. The Sunday editor, with more space at his disposal, is eager for such stories, cleverly and entertainingly told. The voluntary contributor has an opportunity to furnish such stories, although his chances of success in competition with the trained journalist are slight.

V. THE BUSINESS DEPARTMENT.

The newspaper is a business enterprise. It must have an income equal to or larger than the expense of maintenance or it will cease to exist. In this regard the newspaper is a business enterprise and is thus conducted.

At the head of the newspaper as a business enterprise is the publisher or business manager. Outside the editorial rooms and subject only to the direction of the owners his word is law. He must conceive and execute plans for securing adequate income. He must regulate the expenses, make necessary purchases, conduct the business. While he has many assistants, the business control and operation of the newspaper is in final analysis in his hands.

His duties are as manifold as the duties of the head of any great business enterprise. As capital to establish a great metropolitan daily newspaper is required millions of dollars. Its weekly expense account is easily thousands of dollars. To pay interest and profits upon the large capital, to meet the weekly expense account, with a margin, is the constant struggle of the business manager.

He must conduct the business department in conference with the editorial department. Only har-

mony can bring the best results. As a business enterprise, the newspaper exists to make money. It can not, however, make money unless it sells its advertising space at fair price. Advertisers will not buy space in newspapers that are without circulation. Circulation can not be obtained and held except the newspaper publishes the news and comments upon it in a way to attract readers. Hence the success of the editorial department and the success of the business department go together.

The business manager has two sources of income for an honest newspaper, advertising and circulation. The dishonest newspaper may sell itself, its editorial policy, by taking bribes, but there are so few newspapers of this kind that they may not be considered here. From the sale of single copies of the newspaper at an insignificant price a copy come the circulation receipts. From the sale of advertising space in the columns of the newspaper come the advertising receipts. From these two sources is derived the income from which the business manager must meet the entire expense of the office.

Circulation is the first source of income, but the smallest. Under the direction of the publisher or business manager is the circulation manager and his assistants. It is the duty of the circulation manager to procure buyers of the newspaper. This is done in many ways, personal solicitation and the carrier

system being the most general. Some newspapers add to their circulation by premiums, voting contests, and other schemes. The modern city newspaper is sold on the news-stands or delivered by carriers. Often a separate organization or news-agency has entire charge of the newspaper's circulation. Copies are sold daily to carriers or news-agency and here the circulation manager's responsibility apparently ends. The carriers or news-agency in turn delivers the paper to the persons who buy it from them. However much of this organization of sale and delivery is outside the office, the circulation manager is never wholly free from responsibility. He must plan for larger circulation.

With circulation secured the business manager has the question of obtaining advertising. Here he has the assistance of the advertising manager. At best the circulation receipts of a newspaper are small compared with the advertising receipts. The advertising manager is the chief money-getter of the modern newspaper establishment. His duty is to sell at the highest price the market will permit advertising space in his newspaper. Without advertising every newspaper would be conducted at a loss.

The obtaining and preparation of advertising has become a most important field of modern industry. The successful advertising writer commands a high salary and his services are in demand. Millions of

dollars are each year paid out for advertising space in newspapers. The right use of this space to attract trade, to sell goods, to carry on propaganda, requires a peculiar and high order of talent. Here the writer of forceful, clear, concise and sparkling English finds opportunity. In the preparation of advertising copy the illustrator also finds employment.

The publisher continually strives to improve upon his newspaper, its appearance, its attractiveness, the economy of its production, the swiftness of its delivery to its readers. He watches the printing department to find out whether new machinery, new methods of composition or of press work will not produce the newspaper more quickly or at less expense. He studies the manufacture of paper, the stock, as it is called, the white paper upon which the journal is printed, in order, if possible, to save money at this point. He considers carefully and constantly the questions of circulation, how to obtain readers and how to get his newspaper with least loss of time and effort to these readers. The publisher of a most successful American newspaper has said that, in his opinion, the chief effort in a newspaper office should be placed upon getting a newspaper each day to the reader at exactly the same time—the earliest time possible. Fast mail trains are the creation of the newspaper publisher.

There are prizes in journalism in its business de-

partment. In the higher and more responsible positions the salaries are large and the work fascinating through its very strenuousness. Advertising has come to be a separate and distinct business. Courses in advertising are given in many schools. The business covers a wide field. It involves, to some extent, at least, all publicity. The more experienced and expert advertising solicitors, agents, and writers rank with the best paid men in other businesses. This is true also of the circulation experts, men who can feel the pulse of the public and successfully give prescription. The business manager or publisher has even larger field in which to work for he must do these things and more.

VI. THE PRINTING DEPARTMENT.

The printing department turns out the finished newspaper. The news collected and written by reporters, the editorial intrepretation and comment, the advertisements, all that has been assembled under direction of editor and publisher, comes in the form of "copy" to the printers. It is this body of skilled workmen who may be with truth said to "make the newspaper." They take manuscript and from it, through aid of type-metal and press and with ink and paper, manufacture the newspaper. Of the printing department those who are to engage in the practice of journalism may well know somewhat. Their knowledge will make them better journalists, even should their duties be confined to the gathering of news or the writing of comment. For the purposes of this volume, however, it will suffice merely to give a general account of the printing department as of the business department without entering upon any detailed instruction.

The printing department may be divided into four parts: composition, engraving, stereotyping, presswork. In the composing room the type is set or cast. In the engraving room the illustrations,

which have come to occupy such a large space in the newspaper, are made. In the stereotyping room are made stereotype plates for use upon the presses. In the press room are the presses upon which the newspaper is finally printed.

The copy goes first to the composing room. Here are the men usually known as the printers. With an organization planned for swift work, as the organization of all departments of a newspaper office are planned—the copy is distributed to the printers to be put in type. The printers are called compositors or machine operators or linotype operators or simply linotype men. Until recently all copy was put in type by hand Now, excepting some display advertising, practically all the copy is set on a linotype machine It is more accurate to say that the type is cast. The machine, called, from the fact that it casts an entire line at a time, linotype, is operated much as a typewriter is operated and the resulting product is a slug or line of type cast from molten metal. Proof sheets of the slugs or type are taken. After these proof sheets—called in newspaper offices simply proofs—are read by proof-readers for errors, the errors marked are corrected, the slugs or type are "made up" into a "form." This "form" is the columns of type or slugs which constitute a page. When a page is thus made up, it is sent to the stereotyping room or, in smaller offices, where no stereo-

typing is done but where the newspaper is printed directly from the type, it is ready for the press room.

The engraving room is not essential to the production of a newspaper. Nearly all metropolitan newspaper offices, however, have an engraving room. Here are made the plates from which pictures of all kinds are produced in the newspapers. These plates are of two general descriptions, zinc etchings and photo-engravings. The zinc etchings, which are the cheaper and more easily printed in the ordinary newspaper, are made from pen-and-ink sketches or drawings. The photo-engravings are made on copper from photographs. These are often called half-tones, from the process employed in their manufacture. The frequent and growing use of the picture in newspaper-making has added the newspaper artist to the staff of every great newspaper. Cartoons are regular features of most newspapers. While the sketchings of the cartoons may be considered separately more of an editorial or news character, the actual production of the plates of the cartoon for printing is done in the engraving room by the engravers. The cartoonist supplies the "copy" to the engraver, as the reporter supplies the "copy" to the linotype operator.

The great metropolitan journals are not printed directly from type or linotype slugs. They are printed from stereotype plates. The type or slugs

is taken in the form to the stereotypers. The stereotypers make a matrix of papier-mache from this form and then from the matrix stereotype plates, curved to fit the cylinder of the press, are made, as many as desired, quickly and, of course, clear and exact reproductions of the type form. The form is returned to the composing room and, if of linotype metal, is melted to be again used in making linotype slugs. The stereotype plates are rushed to the press room.

In the press room the last act of newspaper production takes place. The stereotype plates are adjusted to the cylinders of the presses, the white paper is fed automatically from huge spools into the press, the rollers apply the ink to the stereotype plates, the wheels go round and the presses turn out the newspaper. Improved machinery has made it possible for the pressmen to have fed automatically into a press a long ribbon of white paper and have turned out a twenty-four page newspaper, printed, cut, folded, pasted, ready for delivery to the reader. If one press is not sufficient for the production of enough copies to supply quickly the demand of the circulation department, others are added. The swiftness with which large editions can be issued is limited only to the capacity of the press rooms. When it is recalled that some newspapers have a circulation of hundreds of thousands daily it will

be seen how great is the demand upon the press room. The improvement in printing machinery, however, has met the demand here, as in the other divisions of the printing department.

With the completion of the work of the press room, the finished product of the practice of journalism, the newspaper, is ready for delivery to the circulation department and the work of the printing department ends. Upon the skill and intelligence of the men in the printing department depends a large share of the credit for the production of the newspaper Newspaper-making is by no means ended when the "copy" of reporter, editor, and artist goes to the printer It requires the co-operation of a large and intelligent body of skilled workmen to complete the publication—to make the newspaper—and this the printing department supplies.

PART II. EDITORIAL.

I. Editorial Direction.
II. Editorial Style.
III. The Writing of Editorials.

I. EDITORIAL DIRECTION.

The newspaper that gives only the news is not a newspaper. The real newspaper interprets the news, comments upon the news, argues from the news in advocacy of cause or individual. It has editorial opinions. There must be direction of the editorial policy of a newspaper.

Editorial direction implies an executive head. This executive head is responsible for the forming of the newspaper's policy and for carrying it out. The ownership of the newspaper may be individual or corporate and the responsibility of the executive may be to a corporation board or to a single individual. In rare instances through his own personal ownership of the journal, he becomes responsible to himself. The executive is variously called the managing editor, the editor-in-chief, or simply the editor. In the largest newspapers sometimes all three offices exist, in order of authority, editor, editor-in-chief, managing editor. While the editorial page is immediately under his personal supervision, the general policy formulated through him is carried out by all departments.

There are editors who write, others who write and edit, and yet others who only direct. The chief

duty of the editor, the executive head of the newspaper, is the direction of the editorial policy. Personally, or through his representative, he passes upon everything that is to appear in the newspaper which will affect in any way its opinion or its policy. He seldom writes editorial articles. He directs the writing by others.

The editorial policy must be such as to keep and win readers. The newspaper is a commercial enterprise. In order to continue to exist it must have revenue derived from circulation and advertising. While it controls and moulds public opinion, through its news and editorial columns, its policy is itself a reflex of public opinion. There is constant interplay between the policy of the newspaper and public opinion, each acting and reacting upon the other. The editor takes this into consideration in formulating the policy of his newspaper. However much he may wish to do so, he cannot get too far in advance of his readers. Without circulation he will not have advertising. Without advertising and circulation he will not long have a newspaper. Self-preservation is the first law of a newspaper.

The successful editor has the news sense. He has also the executive capacity necessary to conduct a great business enterprise, decision, ripeness of judgment, knowledge of men and affairs, ability to get along with people. He works with and through

others. His decisions must be quickly made. He must have broad vision. He must sense the public. He is the general of an army, the head of a department store, the diplomat, the judge, the overseer, the literary critic, the director. His position demands breadth of knowledge, freedom from personal bias, the judicial temperament, all united with high order of executive ability. The prizes in journalism are for the directors of journalism, the executive heads.

The organization of the metropolitan newspaper includes other responsible directors. The editor represents the owner and the publisher directs the business administration. Sometimes the two are combined in one individual. Where there is a managing editor, he is the newspaper man who comes directly in contact with the people. He represents the newspaper organization in dealings with men and women who wish or do not wish the paper's policy to be changed or continued. He is the mainspring, the motive power of editorial and news forces. He makes the journalistic wheels go round.

Directly under the managing editor are the city, news, telegraph, and Sunday editors. In some newspaper organizations the duties of the various editors are combined. There is a growing tendency, for example, to concentrate under one head all the news of the day, whether this news comes from local or foreign sources, through city reporter or out-of-town

correspondent. Other so-called department editors are reporters rather than editors. These are railroad, financial, literary, dramatic, religious, society editors. The names suggest the general classes of news with which each has to deal. The sporting editor occupies a somewhat different field. He is both reporter and editor.

The problem of the editorial director, whatever his title and however the newspaper office is organized, is the same. This problem is the public. It is the same problem on the smallest country weekly as on the great metropolitan daily, with millions of capital invested and a very host of men and women employed upon its staff. This problem cannot be solved once for all time. It is a constantly recurring problem, requiring daily, almost momentarily new solution.

The director of the newspaper usually finds his way into the position from the less conspicuous places in journalism. He most frequently comes up from the ranks of reporters, department editors, or managers. Occasionally he comes from a post in a vocation outside journalism in which the same general qualities have been demanded for success as in the position which he assumes. These cases are rare, however. The most successful editorial directors have won their spurs in contests of minor note in the journalistic field.

"Never was the place of journalism in the order of civilization and progress more important, more essential than it is to-day," writes Harry Lawson, president of the British Institute of Journalists, editor of the London Daily Telegraph. "It is sometimes said that newspapers only echo back the voice of the public; it is infinitely truer to say that we make the public echo our voice whilst they vainly think we echo theirs." It is the editorial director upon whom the final responsibility largely rests for the determination of the character of content of journalism.

II. EDITORIAL STYLE.

The newspaper editorial is to be read hastily. Its style, therefore, should be simple and clear. The first sentence should attract, but should not, as a rule, tell the whole story. The news-story and the editorial are constructed on different lines and the skillful journalistic style is different for each.

Style is caught and taught. It may be acquired by observation, industry, study. It may be improved by writing and re-writing. The best style is the writer's own, not borrowed, not slavishly imitated. While the editorial style may best be singular, it should not be freakish. It should fit the topic discussed. The editorial should be direct and clear in expression. The art of the craftsman should be employed in the construction that no one who reads may mistake the meaning. This craftsman's art may properly consider paragraphing, punctuation and the various mechanical devices which attract attention and make clearer the writer's meaning. No editorial, however, should be presented in a way that will place the emphasis of interest upon the mechanical devices rather than upon the thought expressed. Style is the vehicle of expression and

the thought is more important than the vehicle.

Perhaps no characteristic of editorial style is more vital than accuracy. Mere truthfulness is not here meant. By accuracy is meant the fitting of the words to the thought. As a garment fits the body, so is editorial style to the subject discussed. Looseness is objectionable. Wasted or superfluous words hinder the best results. So on the other hand it may be pointed out that a too bare style, style that is pared down to the fewest possible words, may fit too closely to be comfortable to the reader. Accuracy is the choice of the exact words, in number no more, no less, in color and shade of meaning chosen with reference to the subject matter.

But an editorial style that is only accurate may be too precise. It may substitute "school ma'am English" for newspaper English. Beware of such substitutes. Slavish dependence upon grammatical rules, thorough outlining of the newspaper article to be written may lead to an elimination of the abundant life which is fundamental to the best style. The words may well be laid in proper place by the craftsman, but they must be words full of life and movement. Audacity of expression characterizes the best editorial style. It has a dash, an apparent carelessness of consequences that attracts and fairly compels attention. It is the reverse of the stereotyped, the hackneyed, the commonplace.

Close akin to the audacity of style is the quality which may be defined as sparkle. This is the result of the selection of sparkling words, words which of themselves are more brilliant than ordinary words and expressions, or combinations for this effect. It is the quality that lends brightness to the treatment of otherwise dull subjects. It gives the light touch to editorial treatment which removes the dreariness. A sparkling style does not mean a humorous style, nor does it mean a witty style, although wit and humor are valuable assets for any writer.

"Remember the other fellow," is a good rule to observe in all writing and all speech. It is specially so in editorial writing which has for its only object the entertainment, information, instruction or conversion of the reader. Good editorial style, therefore, argues and persuades where conversion is desired, as it sparkles where entertainment is the object. The editorial that wins supporters for the principle advocated is written with breadth of view. It is not narrow, bigoted, nor prejudiced. Disrespectful epithets are barred from it. It may shock, excite, even horrify, but it never disgusts. It will not scold. It will seek to persuade by "sweet reasonableness" rather than abuse. If argumentative it will seek to convince the reader rather than merely to express the writer's opinions. Persuasion is ever a more important object than controversy. Patience and

good temper are fundamental. The good workman, it has been well said, is not judged by the chips on his shoulder.

In the last analysis heart and conscience and manners, as well as brain power, determine style. Never write anything as a journalist that you would not write as a gentleman. The best style has conscience in it and heart and the fine courtesy of the real gentlemen. It does not wound unnecessarily, it does not cause women to blush. It is never sold to unworthy ends. Each editorial writer is at last responsible for what he writes. He may not hide behind corporate ownership of a newspaper. He may not throw responsibility upon employer, associates, or the public. What he writes, if well and truthfully or ill done, is himself in written words.

III. THE WRITING OF EDITORIALS.

Under the immediate direction of the editor are the editorial writers. Their work is to write the editorial paragraphs and longer articles appearing upon the editorial page. It is in these articles more than anywhere else in the paper that the editorial policy is expressed. The editorial page is the page of comment and interpretation. Upon this page are also often found book reviews, art and dramatic criticism, poetry, humorous and witty paragraphs, and stories which can be classified neither as news nor editorial interpretation nor comment.

The editorial writers are some times taken from the reporters, but often direct from the ranks of college graduates or from other professions. They are selected because of their ability to write strong, clear English, in interpretative, argumentative way, rapidly and in the style specially desired by the newspaper.

Edwin L. Shuman, a Chicago journalist, has written:

"A typical editorial article is a critical interpretation of current news. The editorial writer takes up the more important news topics of the day and phi-

losophizes upon them, attempting to point out the relation of isolated facts to each other and to general principles. He seeks out historical precedents and lends perspective to events that are flat and meaningless when seen only close at hand. The editorial goes beneath the surface and seeks for causes, effect and remedies. In this respect M. de Blowitz's dictum probably is true: 'One good comment is worth ten informations.' The editorial opinion of a well-trained mind is to news matter what the finished linen is to the raw flax. But one man wants his raw material woven into a free-trade editorial, while another wants a protective tariff product; one wants liberalism, and another orthodoxy; one likes slashing and savage criticism—of other people —while another prefers dignified and temperate comment. Each paper must choose which class of readers it will serve.

"A good editorial should be timely, brief, well-informed, comprehensive, and pungent. The best model embodies a restatement of the news involved, followed by clear-cut comment on it from the paper's point of view. Sometimes an editorial may consist largely of a resume of news matter that has been appearing piece-meal in the telegraphic or local columns; in fact, many people read the editorials chiefly for the condensations of news found there. But the essence of the editorial is the comment it

contains. The editorial page is the one set aside for special pleading, for partisan views, for distinctive opinions on debatable questions. The more this element fades out of it the less reason will it have for existing.

"The writing of the best class of editorials requires ripe judgment and a wide range of knowledge, especially in political and social history. The highest success as an editorial writer requires an exhaustive study of American politics, from the foundation principles of the Constitution to the last election returns in every state. Politics is a hard and complicated subject, and only years of study and observation can make one an expert writer in this most important journalistic specialty. A man should have a natural interest in politics in order to reach the top of the newspaper profession. Mr. Dana had this fact in mind when he said that he could tell whether a young man would make a good journalist or not merely by watching what part of the paper he turns to first in the morning. If he looks for the political page it is a good sign. If his first thought is to look for a love story he is not a hopeful candidate for journalistic honors, though he may succeed as a fiction writer. There are other branches besides politics, however, that may give a man a lucrative place on an editorial staff. Finance is one of the best of these."

It is here that the college graduate has excellent opportunity. The broad education received in college or university, added to professional training, fit him for the work of writing editorials.

The editorial, aside from its other qualities of clearness, terseness, truthfulness, and persuasiveness, must be timely. Discussion of the tariff is not timely in a municipal campaign, where the license system is the only issue. It is not timely to discuss the ethics of Christmas gifts on the Fourth of July.

Editorial articles are of several distinct kinds. They may be news-editorials, articles which sum up the news and contain but slight editorial comment. Many weekly newspapers publish such editorials, giving the week's news in briefer form than the dailies. They may be descriptive or narrative, in which cases they approach more nearly to the special feature article of the newspaper. They may be argumentative, presenting the newspaper's views with small reference to the immediate news. They may be interpretative, setting out the news in a form that will present it more clearly in all its meaning to the reader than can be done in the news columns.

The fact that newspaper editorials must be timely to meet the demands of the newspaper readers makes them brief of life. The life of a daily newspaper, it has been said, is thirty minutes. While this is an exaggeration, it is certain that the newspaper

editorial is extremely short-lived. When it is sufficiently permanent in form and appeal to merit a long life, it is hardly often characterized by the timeliness necessary for the ordinary newspaper editorial. While recognizing this fact, it is worth while to present specimens of newspaper editorials on widely varying subjects from widely separated newspapers.

As a specimen of the florid editorial, rich in the coloring of adjectives, abounding in historical allusion, is quoted from Major John N. Edwards, in the Kansas City Times, May 29, 1870, this article upon "Poor Carlotta."

Dispatches from Europe say that the malady is at its worst, and that the young widow of Maximilian is near her death hour. Ah! when the grim king does come, he will bring to her a blessing and a benediction. The beautiful brown eyes have been lusterless these many months; the tresses of her sunny hair have long ago been scorched with fever and pain; the beautiful and brave young Spartan, rich in energy, in love, in passionate devotion, knows no more the roses and lawns of Miramar; the Mediterranean brings no more from over the perilous seas the silken pennon of her fair-haired royal sailor lover. It is quiet about Lacken, where the empress lays a-dying; but Time will never see such another woman die until the whole world dies.

It is not much to die in one's own bed, peaceful of conscience and weary of child-bearing. The naked age is crowded thick with little loves, and rose-water lines, and the pink and white of the bridal toilettes. Here is a queen now in

extremity, who reigned in the tropics, and whose fate has over it the lurid grandeur of a volcano. A sweet Catholic school-girl she was when the Austrian came a-wooing, with a ship of the line for chariot. She played musical instruments; she had painted rare pictures of Helen, and Omphale in the arms of Hercules, and Jeanne d'Arc with the yellow hair, and the pensive Roland—her of the Norman face—over whose black doom there still flits a ruddy fervor streaks of bright Southern tint, not wholly swallowed up of death. Yes, it was a love-match, rare in king-craft and court cunning. Old Leopold's daughter married with the flags of three nations waving over her, amid the roar of artillery and the broadsides of battleships. The sea give its sapphire bloom and the skies their benison. Afar off French eagles were seen, alas! to shadow all the life of the bride with the blood of her husband. The nineteenth century witnessed the heroic spirit darkened to such a tragedy. She came to Mexico, bringing in her gentle hands two milk-white doves, as it were, Charity and Religion.

Pure as all women; stainless as an angel-guarded child; proud as Edith of the swan's neck; a queen of hearts where honor dwelt; mistress of the realms of music; rare in the embroidery she wove; having time for literature and letters; sensuous only in the melody of her voice; never a mother—it was as though God had sent an angel of light to redeem a barbaric race and sanctify a degraded people. How she tried and how she suffered, let the fever which is burning her up alive give answer. It is not often that the world looks upon such a death-bed. Yet in the rosy and radiant toils of the honeymoon, a bride came to govern an empire where armies did her bidding, and French Marshals, scarred at Inkermann and Solferino, kissed with loyal lips her jeweled hand and murmured through their gray moustaches words of soldierly

truth and valor. She sate herself down in the palace of the Montezumas and looked out amid the old elms where Cortez's swart cavaliers had made love in the moonlight, their blades not dry with blood of the morning's battle; upon Chepultepec, that had seen the cold glitter of American steel and the gleam of defiant battle flags; upon the Alemada where Alvarado took the Indian maiden to kiss, who drove the steel straight for his heart, and missed, and found a surer lodgment in her own.

All these were bridal gifts to the Austrian's bride—the brown-eyed, beautiful Carlotta. Noble white vision in a land of red harlots, with soft, pitying, queenly face; hair flowing down to girdle, and as true a heart as ever beat in woman's bosom. As a Grecian statue, serenely complete, she shines out in that black wreck of things a star.

It came suddenly, that death of her lover and her husband. It dared not draw near when the French eagles flew, but afterward what a fate for one so royal and so brave. God shielded the tried heart from the blow of his last words, for they were so tender as to carry a sorrow they could not heal. "Poor Carlotta!" Youth, health, reason, crown, throne, empire, armies, husband, all gone. Why should the fates be so pitiless and so unsparing?

Somewhere in eternity within some golden palace walls, where old imperial banners float, and Launcelots keep guard, and Arthurs reign, and all the patriot heroes dwell, her Maximilian is waiting for his bride. Long ago that spotless soul has been there. Let death come quickly and take the body, and end its misery and subdue its pain. All that is immortal of Carlotta is with her husband. The tragedy is nearly over. In an age of iron and steam and armies and a world at peace, it remained for a woman to teach nations how an empress loves and dies. Who shall dare to say here-

after there is nothing in blood or birth? What gentle sister, in the struggle and turmoil of life, will look away from that death-bed in Lacken Castle, and not bless God for being a woman and of the sex of her who is dying for her king and her empire? Sleep! the angels have no need of sleep. Nothing suffices love. Having happiness one wishes for Paradise; having Paradise, one wishes for Heaven. There is a starry transfiguration mingled with her crucifixion. The crown is almost hers, and in the beautiful garden of souls she will find once more the monarch of her youth.

Different, severe, strong, and persuasive, were the editorial writings of Samuel Bowles, of the Springfield, (Mass.) Republican. In this editorial he gives his estimate of the New York Nation:

The Nation has become a permanent and proud addition to American journalism. Often conceited and priggish, coldly critical to a degree sometimes amusing, and often provoking; and singularly lacking, not only in a generous enthusiasm of its own, but in any sympathy with that great American quality, by which alone we as a people are led on to our efforts and our triumphs in the whole arena of progress; the paper yet shows such vigor and integrity of thought, such moral independence of party, such elevation of tone, and such wide culture, as to demand our great respect and secure our hearty praise. It is the one contribution to American journalism of the last ten years; and happy may the profession call itself if every decade shall offer another gift so positive and progressive. The Nation may not ever be popular in the common American sense; popular as the New York Ledger, or the Boston Journal, or even the New York Tribune is; as a sort of moral policeman of our society, our

politics, and our art, it can hardly expect to be; but it assuredly has been and will be most useful. In the great necessity and duty of the time, the reformation of the administration of our government, the substitution of competence for incompetence, of integrity for corruption, it is laboring with noble zeal and telling influence, and is worthy of every patriot's praise.

Upon "The Ethics of News-Gathering," Mr. Bowles wrote in 1876:

"We quite agree that it is no part of a newspaper's legitimate business to go around digging for social scandals. Even when scandals of this sort come to its knowledge unsought, it is not necessarily either its duty or its right to spread them before the public. As a matter of fact, the Republican suppresses half a dozen such scandalous stories where it prints one; and the same is true of every other respectable newspaper in the country." It is impossible, it continues, to lay down an absolute rule; but, "no newspaper has the right to print scandal—by which we here mean a true statement of facts from which private reputations will suffer—for scandal's sake, to make the columns 'spicy' or to gratify private malice whether in or out of the office." Such publication, it says, is justifiable, first, when the offense is public and flagrant, the common talk; it is then a part of the news of the day, and as such the newspaper must give it. Or, again, the interest of public

morals may require publicity. "The public journal is bound to take care, as far as it can, that the public interest sustains no detriment. This duty is not less obligatory than the other of printing the news." And further, the newspaper is morally bound to extreme care that its facts be facts. It is obliged to accept news at second-hand from other respectable papers; but its original news must be fully substantiated before publication. As to matters of scandal it must not even rely on the allegations of its own correspondents; "the evidence should be in the office before the charge goes into the paper"—and this, adds the Republican, is now the rule and practice of the leading newspapers in the country.

A characteristic piece of Mr. Bowles' editorial work, showing his marked editorial style, was his obituary of General William F. Bartlett, December 18, 1876. It was written, as the best editorial work must often be written, at high pressure, with no moments to spare:

> The Massachusetts of this generation has bred no so heroic a character as that of the man whom she will bury, with sadness and with honor, in Berkshire this week. He left Harvard College to enlist at the breaking out of the war, and served till the end. He was wounded many times, lost a leg, endured extreme hardships in Southern prisons, and was a sufferer from his injuries during all his remaining years. His later life was spent in private business. With no ambi-

tion and no pretense as an orator or public leader, hardly any man in these last three years has oftener or better said the timely word, and turned men's thoughts from party passion and personal advantage in politics to higher things both in thought and effort. His eloquence was the eloquence of simplicity, earnestness, and brevity. His speeches, at the dedication of Harvard Memorial Hall, at the Lexington Centennial, and on other occasions, all bore one spirit, they all sought one end—that of burial of the conflicts of the war in a common national feeling. At Lexington he said: "Men cannot always choose the right course; but when, having chosen that which conscience dictates, they are ready to die for it, if they justify not their cause, they at least ennoble themselves; and the men who for conscience's sake fought against their government at Gettysburg ought easily to be forgiven by the sons of men who for conscience's sake fought against their government at Bunker Hill." He held himself aloof from party bonds, and parties competed for the honor of his name. This is the outline of a life so far as it appeared to the public. But it was as noble and heroic in private, and the sweetness that goes with all true nobility and heroism was as divine a characteristic of General Bartlett's nature. He faced the slow, sure approach of death as bravely and as calmly as he moved to the front in battle, or denounced a mean thought or unworthy action in public or private life. We talk with a glow of Chevalier Bayard and Sir Philip Sidney; but here, in Frank Bartlett, was all they were and more—what they could not be, because the standards of the age did not suggest it all. A republic based on the equality of men, and a society that recognizes woman not simply as an object of gallantry, but the companion-leader of all life, give a finer quality and a more even edge to our Bayards and our Sidneys. . . . General Bartlett's fortune was his character, his family, and his friends. The one is clear and

unspotted; the next, a beautiful wife and five young children —the youngest of whom, a babe, was baptized, as it were, in his dying arms, but a few days ago, while he partook of the last sacrament, and himself sang the sacramental hymn with a voice as clear and ringing as that with which he ever called his soldiers to battle; and his friends include everybody who ever knew him.

Henry W. Grady, in "A Perfect Christmas Day," published in the Atlanta Constitution, fits the coloring to the editorial topic:

No man or woman now living will see again such a Christmas day as the one which closed yesterday, when the dying sun piled the western skies with gold and purple.

A winter day it was, shot to the core with sunshine. It was enchanting to walk abroad in its prodigal beauty, to breathe its elixir, to reach out the hands and plunge them open-fingered through its pulsing waves of warmth and freshness. It was June and November welded and fused into a perfect glory that held the sunshine and snow beneath tender and splendid skies. To have winnowed such a day from this teeming winter was to have found an odorous peach on a bough whipped in the storms of winter. One caught the musk of yellow grain, the flavor of ripening nuts, the fragrance of strawberries, the exquisite odor of violets, the aroma of all seasons in the wonderful day. The hum of bees underrode the whistling wings of wild geese flying southward. The fires slept in drowsing grates, while the people, marveling outdoors, watched the soft winds woo the roses and the lilies.

Truly it was a day of days. Amid its riotous luxury surely life was worth living to hold up the head and breathe it in as thirsting men drink water; to put every sense on its gracious excellence; to throw the hands wide apart and hug whole

armfuls of the day close to the heart, till the heart itself is enraptured and illumined. God's benediction came down with the day, slow dropping from the skies. God's smile was its light, and all through and through its supernal beauty and stillness, unspoken but appealing to every heart and sanctifying every soul, was His invocation and promise, "Peace, on earth, good will to men."

The Philadelphia Press published an appreciative review of the life of Henry W. Grady, which illustrates another editorial type:

Few men die at thirty-eight whose departure is felt as a national loss, but Henry W. Grady was one. At an age when most men are just beginning to be known in their own states and to be recognized in their own section, he was known to the nation and recognized by the American people. At the South he represented the new pride in the material revival of a section desolated by the war. At the North he stood for loyal and enthusiastic support by the South of the new claims of the Union. His every appearance before the public was the one more proof to the nation that the sons of those who fought the war were again one people and under one flag, cherishing different memories in the past, but pressing forward to the same lofty ideal of a homogeneous democratic society under republican institutions.

If Henry W. Grady spoke at the North he spoke for the South; if he spoke at the South he stood for Northern ideas in his own land. He was none the less true in both attitudes that his utterances were insensibly modified by his audiences. Eloquent, magnetic, impressionable, sharing to the full the sympathy every great speaker always has with his audience, his sentiment swung from extreme to extreme as he stood on Northern or Southern platform. It was always easy to pick

flaws in them. Now and then his rhetorical sympathies placed him in a false position. But it was the inevitable condition of a work like his that he should express extremes. If he had not felt and voiced the pride with which every Southerner must and should look back to the deathless valor of men we all rejoice to claim as Americans, he would have been worthless as a representative of the South. If he had not thrilled earlier than his fellows to the splendid national heritage which defeat had dowered his people, he could never have awakened the applause of the Northern audiences by expressions of loyality and devotion to our common nation.

This service to both sections sprang from something more than sympathy. A moral courage Northern men can little understand was needed for him to oppose Southern treatment of the negro. Energy and industry, unknown among his fellows, were needed in the leadership he undertook in the material development of his State and section. It is easy now to see the enormous profit which lay in the material development of Georgia. Far-sighted provision was needed to urge the policy and aid the combination which made it possible ten years ago.

No one but a journalist, we are proud to say, could have done Mr. Grady's work, and he brought to the work of journalism some of its highest qualifications. Ability as a writer, keen appreciation of "news," and tireless industry, which he had, must all be held second to the power he possessed in an eminent degree of defining the drift and tendency of public feeling, being neither too early to lead it nor too late to control it. This divination Mr. Grady was daily displaying and he never made better use of it than in his last speech in Boston, the best of his life, in which he rose from mere rhetoric to a clear, earnest and convincing handling of facts. A great future was before him, all too soon cut off. He leaves to all journalists the inspiring example of the great opportunities

which their profession offers to serve the progress of men and aid the advance of nations, by speaking to the present of the bright and radiant light of the future, and rising above the claims of party and the prejudice of locality to advocate the higher claims of patriotism and humanity.

The editorial articles of the New York Sun, under the influence of Charles A. Dana, have had a scintillant style, a bright humor and wit that adds to their charm. One upon "Is There a Santa Claus" has been republished in the press probably oftener than any other editorial:

We take pleasure in answering at once and thus prominently the communication below, expressing at the same time our great gratification that its faithful author is numbered among the friends of The Sun:

"Dear Editor: I am eight years old. Some of my little friends say there is no Santa Claus. Papa says 'if you see it in The Sun it's so.' Please tell me the truth; is there a Santa Claus?

"VIRGINIA O'HANLON.

"115 West Ninety-fifth Street."

Virginia, your little friends are wrong. They have been affected by the scepticism of a sceptical age. They do not believe except they see. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours man is a mere insect, an ant, in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole of truth and knowledge.

Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to our life its highest beauty and joy. Alas! how dreary would be the world if there were no Santa Claus. It would be as dreary as if there were no Virginias. There would be no childlike faith then, no poetry, no romance, to make tolerable this existence. We should have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

Not believe in Santa Claus! You might as well not believe in fairies! You might get your papa to hire men to watch in all the chimneys on Christmas Eve to catch Santa Claus, but even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign that there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

You may tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, poetry, love, romance, can push aside that curtain and view and picture the supernal beauty and glory beyond. Is it all real? Ah, Virginia, in all this world there is nothing else real and abiding.

No Santa Claus! Thank God! he lives, and he lives forever. A thousand years from now, Virginia, nay ten times ten thousand years from now, he will continue to make glad the heart of childhood.

Other editorials from the New York Sun show, for purposes of study, what in newspaper offices is often referred to as the Sun style:

A HERO OF OTHER DAYS.

We are of a forgetful generation. We cannot keep in our memory the name of one in a hundred, or even one in a thousand, of the marked characters of our age.

The two foregoing sentences have been written within view of a Texas paper, which tells of the transfer to the new owner of the saddle which, over fifty years ago, belonged to the once famous warrior, Santa Anna, and which was captured by his proud young American foeman, after he had unhorsed him in battle.

As we read about the lion-headed saddle in the Texas paper, we had this thought: How many of the boys of to-day could tell us all about Santa Anna, that fierce Mexican revolutionist, dictator, generalissimo, castle-stormer, serene highness, conspirator, abdicator, and exile, of whose hoity-toity career our grandsires used to tell stories in the years of the war for the liberation of Texas? How many of the boys can tell us about his feat of arms against the Emperor Iturbide, and afterward against the Spanish invaders, and subsequently against Bustamente and Guerrero, and next against Col. David Crockett and Col. Bowie (of the knife) and Col. Travis, and finally against Gen. Taylor and Gen. Winfield Scott, and onward to the time of the second Mexican empire? How many can tell even about his wooden leg, not to speak of his ups and downs?

Santa Anna was one of the extraordinary men of the century, about whom Americans had occasion to know a lot during the twenty years after 1836; but we guess that the Americans of this generation have pretty nearly forgotten

him. The boys ought to ask their grandfathers about him, if their grandfathers were born in the United States.

As for his war saddle, which has just been transferred to a new owner, it is heavily mounted in gold; it is gorgeously embroidered; it has a high horn, bearing a lion with silver eyes; its trappings are rich and heavy; it was captured by Sam Houston in a horseback combat, while the bullets flew thick and fast around.

The Mexican War was the most romantic of all the wars in which our country has been involved. What we especially desire to say here upon this occasion is, that American boys should study history.

HAIRPINS.

The comprehensive merits of the hairpin are known to all observant men. Its special value in surgery is asserted by a writer in American Medicine. It seems that a surgeon can do almost anything with a hairpin. He can wire bones with it. probe and close wounds, pin bandages, compress blood vessels, use it to remove foreign bodies from any natural passage, and as a curette for scraping away soft material. And no doubt the women doctors can do a great deal more with that most gifted and versatile of human implements. Anthropologists have never done justice to the hairpin. It keeps civilization together. In the hands of girls entirely great it is much mightier than the sword or, for that matter, the plough. What is the plough but a development of the forked stick, and what is the forked stick but a modification of the hairpin? If there was any necessity, a woman could scratch the ground successfully now. In fact, there is no work or play in which something may not be accomplished by means of it.

Dullards will tell you that women aren't so inventive as men, don't take out so many patents. They don't have to.

With the hairpin all that is doable can be done. With a hairpin a woman can pick a lock, pull a cork, peel an apple, draw out a nail, beat an egg, see if a joint of meat is done, do up a baby, sharpen a pencil, dig out a sliver, fasten a door, hang up a plate or picture, open a can, take up a carpet, repair a baby carriage, clean a lamp chimney, put up a curtain, rake a grate fire, cut a pie, make a fork, a fishhook, an awl, a gimlet, or a chisel, a paper-cutter, a clothspin, regulate a range, tinker a sewing-machine, stop a leak in the roof, turn over a flapjack, caulk a hole in a pair of trousers, stir batter, whip cream, reduce the pressure in the gas meter, keep bills and receipts on file, tighten windows, clean a watch, untie a knot, varnish floors, do practical plumbing, reduce the asthma of tobacco pipes, pry shirt studs into buttonholes too small for them, fix a horse's harness, restore damaged mechanical toys, wrestle with refractory beer stoppers, improvise suspenders, shovel bonbons, inspect gas burners, saw cake, jab tramps, produce artifical buttons, hooks and eyes, sew, knit, and darn, button gloves and shoes, put up awnings, doctor an automobile. In short, she can do what she wants to; she needs no other instrument.

If a woman went into the Robinson Crusoe line she would build a hut and make her a coat of the skin of a goat by means of the hairpin. She will revolutionize surgery with it in time. Meanwhile the male chirurgeons are doing the best they can; but it is not to be believed that they have mastered the full mystery of the hairpin.

AN INVITATION DECLINED.

Once again our friends Funk & Wagnalls, the indefatigable reformers of spelling, come around with an invitation and an appeal to us to join the noble band of those who are pledged on their honor to mutilate the English language.

As in the case with Prof. Molee's more ambitious project of linguistic reform, the Funk and Wagnalls scheme contemplated progress by successive steps, and it is only Rule 1 to which we are at present asked to subscribe. This is very simple:

"Change final ed to t when so pronounced; and, if a double consonant precedes, drop one of the consonants."

Under this rule, words like wished, dismissed, fixed, inked, and hopped, become, respectively, wisht, dismist, fixt, inkt, and hopt. There are a few exceptions to be observed, and these will be much harder to remember than the rule itself. A printed list furnished by our friends shows that nearly five hundred words of this class are affected by Rule 1. We cannot see that any considerable saving of time would result from the observance of this rule, and suppose that it is only a starter, by means of which it is hoped (not hopt) to toll on the subscribers to further enormities.

The pledge now for the second time presented to us to sign is conditional upon the adoption of Rule 1 by "three hundred editors, authors, teachers, or prominent business men." It appears that after ten months of effort the promoters of reform have secured the signatures of only 209 persons of the sort described.

Let us see how the system would work. Take this passage:

"He pressed her to his bosom and asked her to be his bride. Without a word she suddenly bussed him on the mouth."

We can never consent to a reform which would make this read:

"He prest her to his bosom and askt her to be his bride. Without a word she suddenly bust him on the mouth."

We must again decline.

WOMAN.

"What is woman for?" So asked Dr. L. F. Bryson at the annual meeting of the American Social Science Association at Saratoga on August 30, 1892.

She is for soul, for thought, for love, for bewitchment, for romance, for beauty, and for man. She is for this world and for other worlds. She is for all time and after time. She is for memory and for hope. She is for dreams beauteous. She is for poetry and art. She is for the fulfilment of the human imagination. She is for the household and her mate. She is for everything that is worth anything. She is for life. She is for faith. She is for earth and heaven. She is for summer and for winter. She is for the glory of the world, which would be intolerable without her. She is for all delicacy and daintiness. She is for youth, for middle age, for old age. She is for the merry-hearted and for the weary-footed. She is for light. She is the crown of creation, the consummate masterpiece of nature. It was Robert Burns who, in an hour of ecstasy, sang:

> "Auld nature swears, the lovely dears
> Her noblest work she classes, O:
> Her 'prentice han' she tried on man,
> And then she made the lasses, O!"

"What is woman for?" cries Dr. Bryson, while standing up before the American Social Science Association. She is not for analysis by the chemical methods of that body. She is not for the monoculous inspection of a lot of delegates assembled in convention. She is not for the gratification of social curiosity. She is not for science alone. Oh, no, no! She is for those only who surrender their souls wholly to her magic and throw themselves unreservedly at her feet.

As an example of the moral-homily-editorial, found in the Sunday newspaper, is quoted this article by John Temple Graves in the Atlanta News:

THE ARISTOCRACY OF BRAINS AND CHARACTER.

When these poor butterflies have shed their gilded wings and are forgotten as worms, or the food of worms, the world will continue to bow in reverence and honor to the nobler souls who have refused to be swerved by pomp and luxury from the ideals of a success which is unrelated to money. It will remember Agassiz, who refused to lecture at five hundred a night because he was "too busy to make money." It will remember Charles Sumner, who would not lecture at any price because, "as senator, all his time belonged to Massachusetts." It will remember Charles Spurgeon, who was invited to come to America for fifty lectures at one thousand dollars each, but said in answer: "No, I will do better, I will stay in London and try to save fifty souls." It will remember Emerson, who steadfastly declined to increase his income beyond twelve hundred dollars, "because he wanted time to think."

And not only in time past, but in the living present there are brave, strong men who are making history and building honor upon a better base than money. Who is the most distinguished figure in the American senate today? Not Clark of Montana, with his piling millions, nor Stewart, of Nevada, but George Frisbie Hoar, serene and noble idealist of Massachusetts, who lives in a cottage at Worcester on three thousand dollars a year, and does not even keep a carriage. What noisy nabob has such genuine distinction as old Joe Wheeler, patrician of Alabama, hero of two republics and gentleman of honor, living on his pension and loyal to his ideals?

And there is William D. Howells, whose standards, nobly

and unselfishly maintained, have won him fame and later fortune. And St. Gaudens, the sculptor, working with a faith unspoiled by money, carving calmly for the approval of the coming centuries. And Elihu Vedder, in plain lodgings in Rome, laughing to scorn the American money that would tempt him from his beloved art to garish and profitable advertisement. And Thomas Edison, who would scorn to be ranked for the millions which he spends fearlessly and unsparingly for other inventions and discoveries for the advancement of the race. And President Eliot of Harvard, and Presidents Harper of Chicago, and Butler of Columbia, each with superb administrative talents that might win millions in the mart, living on moderate incomes to the great end of service and achievement in the lives of the republic's youth. And there is Dr. Rainsford, the New York clergyman, who might have been not only a captain, but a general of industry, holding without wealth, a personal power over the most distinguished men of the world, with Pierpont Morgan and Mayor McClellan passing the plate in his church, and living the splendid ideals which he eloquently preaches. And Mansfield and Irving, be it said to their infinite credit, might have been vastly rich today if they had not heroically poured their earnings upon the altar of a higher art and a better stage. Who can doubt that Theodore Roosevelt, if he had bowed himself to gain, might have amassed enormous wealth? Yet he has so stubbornly followed another and a nobler ideal of success that his private fortune today is less than eight thousand dollars. And William Traverse Jerome, whose daily opportunities have been one continuous invitation to be rich, but who has bravely chosen to be a clean and brave and honest reformer at the expense of fortune.

Let no man think that these lines depreciate money nor the independence and liberty which come from easy means.

But let no youth of these striving times imagine that money alone brings permanent honor or enduring happiness.

If the modern aristocracy of wealth refuses social recognition to the really great, unless the great be also rich, be sure there is a nobler aristocracy of brain and character without blazonry which despises the foolish standards of the poorly rich.

There is a mighty cloud of witnesses that the nobler idealism is not dead in this republic of the free.

The vigorous, blunt style of James Gordon Bennett, founder of the New York Herald, is shown in these editorials:

These new philosophers, who arrogate to themselves superior intelligence and fuller conceptions of truth, and discover such excessive fretfulness and bad temper, whenever the tendency of their doctrines is pointed out, no doubt mean well. We are willing to admit that they desire to see virtue prevailing and vice driven away abashed from society. They wish well to humanity but all their absurd theories, all their erroneous reasonings, all their disorganizing schemes, are the result of an entirely mistaken view of human nature and human society.

They are eternally declaiming about the universal misery and crime which exist on all hands. Everything is wrong in their eyes. Everybody is suffering. The world is in their eyes one vast lazar-house. Now, all the misery, and suffering, and corruption, exists only in their own diseased imaginations. They regard everything with a jaundiced eye. Their own feelings are morbid. They are oppressed with a moral nightmare. They can only see the dark side of the picture. Like the owl in the ruined tower, who, drooping his fringed eyelids, hoots at the morning sunshine, they refuse to come out

into the open day, and wrapped in darkness, call out when told of the sun in the heavens, where is it?

But the world of these gloomy enthusiasts has no existence in reality. The great mass of mankind, living in civilized society, are happy. The suffering and misery are only exceptions to the general condition. The world is an excellent world. It is a happy world. It is clothed with beauty. The sky is beautiful. The mountains and the vales are beautiful. The woods and winding rivers are beautiful. The trees are beautiful. The mute creation is beautiful and happy. Man is happy. From universal nature there is constantly ascending a hymn of praise to the Great Creator. The hills resound with gladness, and the fertile plains break forth into singing. The great heart of human nature, too, pulsates with happiness. It is true, vice, and misery, and suffering, are to be met with in society—but why?

Not because the organization of society is radically wrong, but because the laws of society are violated. The system of Christian civilization and Christian society and morals, given to the world by Jesus of Nazareth, is perfect. It is entirely adapted to the condition of humanity. Adherence to it must necessarily make man happy on earth; and when these new philosophers offer us their system in exchange—a system founded on gloomy, distorted, and morbid views of human nature—they act like the wicked man in the Scripture, who, when asked for bread, would give the starving applicant a stone.

The telegraph may not affect magazine literature, or those newspapers which have some peculiar characteristic; but the mere newspapers—the circulators of intelligence merely—must submit to destiny, and go out of existence. That Journalism, however, which possesses intellect, mind, and

originality, will not suffer. Its sphere of action will be widened. It will be more influential than ever. The public mind will be stimulated to greater activity by the rapid circulation of news. The swift communication of tidings of great events, will awake in the masses of the community still keener interest in public affairs. Thus the intellectual, philosophic, and original journalist will have a greater, a more excited, and more thoughtful audience than ever.

The revolutions and changes which this instrumentality is destined to effect throughout society, cannot now at all be realized. Speculation itself, in the very wildness of its conjectures, may fall short of the mighty results that are thus to be produced. One thing, however, is certain. This means of communication will have a prodigious, cohesive, and conservative influence on the republic. No better bond of union for a great confederacy of states could have been devised. Steam has been regarded, and very properly so, as a most powerful means of preserving the unity, and augmenting the strength of a great nation, by securing a rapid intercommunication between the different cities and communities; but the agency of steam is far inferior in this respect to the Magnetic Telegraph, which communicates with the rapidity of lightning from one point to another. The whole nation is impressed with the same idea at the same moment. One feeling and one impulse are thus created and maintained from the center of the land to its uttermost extremities.

In the hands of government—controlled by the people—and conducted on a large scale with energy and success, this agency will be productive of the most extraordinary effects on society, government, commerce, and the progress of civilization; but we cannot predict its results. When we look at it, we almost feel as if we were gazing on the mysterious garniture of the skies—trying to fathom infinite space, or groping our way into the field of eternity.

Editorials from the William R. Hearst newspapers, of which Arthur Brisbane is editor-in-chief, illustrate a popular epigrammatic style, abounding in paragraphs:

DISCONTENT THE MOTIVE POWER OF PROGRESS.

At first the baby lies flat on his back, eyes staring up at the ceiling.

By and by he gets tired of lying on his back. Discontent with his condition makes him wriggle and wriggle. At last he succeeds in turning over.

If he were contented then, there would be no men on earth —only huge babies. But discontent again seizes him, and through discontent he learns to crawl.

Crawling—travelling on hands and knees—satisfied lower forms of animal life. It used to satisfy us, in the old days of early evolutionary stages.

But the human infant—thanks to inborn cravings—is discontented with crawling. With much trouble and risk and many feeble totterings, he learns to walk erect. He gets up into a position that takes his eyes off the ground. He is able to look at the sun and stars and takes the position of a man. Discontent is his mainspring at every stage.

What discontent does in the limited life of a child, it does on a much larger scale in the life of a man—and on a scale still larger in the life of a race.

You can always tell when a man has reached the limit of his possible development. He ceases to be discontented—or at least to show discontent actively.

Contentment, apathy, are signs of decadence and of a career ended in either a man or a nation.

If a baby lies still, no longer wiggling or trying to swallow a toe, you may be sure that he is seriously ill. The nation

that no longer wiggles is in a condition as serious as that of the motionless infant.

The man or newspaper which imparts dissatisfaction—wise discontent to a nation or to individuals, gives them the motive power that brings improvement.

Ruskin as a young man declared that his one hope in life was to arouse "some dissatisfaction."

The constant aim of men in talking to each other, in writing for newspapers, even in writing novels, should be to arouse discontent.

In this column, as our readers will have noticed, the constant aim is to make the great crowd dissatisfied.

Only through discontent can changes come—and are there not causes enough for discontent and need enough for changes?

A majority of the people half educated, and tens of thousands half fed.

Children run over daily because they have no playground but the gutter.

Men of noble aspirations kept down by hard work and poverty.

Children left locked up alone all day while their mothers work for a pittance.

Men, uncertain of their future and of their children's future, engage in a constant struggle for wealth that is not needed—a struggle that develops in the end a passion as useless as it is degrading.

Unless you believe that the world is perfect because you happen to have enough to eat and to wear, you should be discontented.

You should remember that the world's achievements and great changes have all come from discontent, and you should be, in as many ways as possible, a breeder of discontent among the human beings around you.

WHO IS INDEPENDENT? NOBODY.

We all have our moments of imagining ourselves independent characters. We take pride in our independence and are never as foolish as when trying to prove how independent we are.

Every man, to begin with, is born absolutely at the mercy of his ancestry. You have not a thing in you, and you never will have a thing in you, that you did not inherit from some one of the thousands and thousands of ancestors, all of whom are dimly stored away in your complex make-up.

You may develop marvelously the faculties which they gave you.

But you are dependent on those who brought you into the world, and upon those back of them.

The Kaffir, sober, industrious, honest, with all the virtues rolled up within him, has not a fragment of one chance in ten thousand billions of equalling the achievements of a tenth-rate white man whose ancestral start was better.

After birth you start dependence on your ancestors, and after youth you are dependent on your education.

Facts are your tools and you can't work without them.

If your mind has the right formation, if your brain is provided with the deep convolutions, and good luck has supplied you with a food education in youth, the whole thing is dependent on your health—on your liver, your stomach, or other part of your internal machinery.

Very often your success is dependent on your temper and tact. These depend on your digestion. Digestion, of course, depends on your cook, and the cook's attention to business may depend on the politeness of the policeman in front of the house.

You may feel absolutely independent and think you are independent, when as a matter of fact you are miserably dependent on the mood of the policeman who has snubbed the lady who cooks your food.

TO EDITORIAL WRITERS—ADOPT RUSKIN'S MAIN IDEA.

"His pen is rust, his bones are dust (or soon will be), his soul is with the saints, we trust."

Ruskin is to be buried in Westminster Abbey. It is a fine home for a dead man, with Chatham and his great son Pitt in one tomb, and the other great skeletons of a great race mouldering side by side so neighborily.

The death of a wolf means a meal for the other wolves. The death of a great man means a meal—mental instead of physical—for those left behind. Wolves feed their stomachs—we feed our brains—on the dead.

There is many a meal for the hungry brain in Ruskin's remains. We offer now a light breakfast to that galaxy of American talent called "editorial writers."

Editorial writing may be defined in general as "the art of saying in a commonplace and inoffensive way what everybody knew long ago." There are a great many competent editorial writers, and the bittern carrying on his trade by the side of some swamp is about as influential as ten ordinary editorial writers rolled into one.

Why is it that we are so worthless, O editorial writers? Why do we produce such feeble results? Why do we talk daily through our newspapers to ten millions of people and yet have not influence to elect a dog catcher?

Simply because we want to sound wise, when that is impossible. Simply because we are foolish enough to think that commonplaces passed through our commonplace minds acquire some new value. We start off with a wrong notion. We

think that we are going to lead, that we are going to remedy, that we are going to do the public thinking for the public.

Sad nonsense. The best that the best editorial writer can achieve is to make the reader think for himself. At this point we ask our fellow editorial men—our superiors, of course—to adopt Ruskin's idea of a useful writer.

In a letter to Mrs. Carlyle, written when he was a young man, he outlined the purpose which he carried out, and which explains his usefulness to his fellow-men:

"I have a great hope of disturbing the public peace in various directions."

This was his way of saying that he hoped to stir up dissatisfaction, to provoke irritation, impatience and a determination to do better among the unfortunate. He did good, because he awoke thought in thousands of others, in millions of others.

Editorial writers, don't you know that stirring up dissatisfaction is the greatest work you can do?

Tell the poor man ten thousand times:

"There is no reason why you should be overworked. There is no reason why your children should be half-fed and half-educated. There is no reason why you should sweat to fatten others."

Tell them this often enough, stir up their determination sufficiently—they will find their own remedies.

If you want to drive out the handful of organized rogues that control politics and traffic in votes, don't talk smooth platitudes. Tell the people over and over again that the thieves are thieves, that they should be in jail, that honest government would mean happier citizens, that the individual citizen is responsible. Keep at it, and the country will be made better by those who alone can make it better—the people.

In an editorial on "Reporting in the Bible," the St. Louis Republic considers the relative merit of Luke and Mark as illustrating the critical comment type of editorial. These extracts are given:

We should like to observe that if Luke is the best reporter, Mark is certainly the most modern. The second gospel has much more of the newspaper "swing" than has the third.

The three notes of modern reporting are clarity, terseness, objectivity. The news writer of today aims to tell a story that shall be absolutely intelligible, even to minds below the average—since everybody reads; to economize space to the last degree, and to keep himself, his prejudices, preferences, opinions, out of the story altogether. Luke's style, beautiful as it is, fails somewhat when tried by the last two requirements.

Luke is leisurely in his story-telling. In accounting for Jesus and John, he begins with the households out of which they came and the events which preceded their births. Here shows the training of the physician and the art of the leisurely raconteur.

Not so Mark. His story is absolutely without color from life and habits of thought of the narrator. The book of Matthew is visibly the work of a publican, with his instinct for finance and law, and the peculiar view of the Saviour's work which a publican's social and personal experience determined. The book of Luke is, as we have said, the book of a physician, bristling with evidences of the keenness of the physician's eye, the warmth of the physician's heart, and the peculiar outlook of the physician on life. The book of John, notwithstanding that it speaks in places the language of Alexandrian philosophy, is the book of a fisherman and a villager.

But Mark is none of these, nor is it possible to make a guess after reading it at the occupation of the writer—seeing that there were no daily papers in that age. It is a story told clearly, tersely and with absolute detachment of the teller from the thing told. It carries neither adjectives, descriptions, nor characterizations; the characters are revealed by what they do and say. All irrelevant detail is cut out; the story, just as it stands, would be ready for the composing room of the busiest daily paper in existence at the season of greatest pressure on the news columns, were the events contemporary.

A newspaper whose special writers should write like Luke and whose reporters like Mark would touch the apex of possibility of a news sheet.

From the Kansas City Star is taken this editorial, of the news comment type:

LIBERTY—BUT WHAT THEN?

The twenty-seven years of imprisonment in the Kansas penitentiary which John Rogers has endured has embraced the full period of the modern development of that state. When Rogers leaves the prison next Thursday he will be a stranger to all that now characterizes the present day civilization. It is difficult—impossible, indeed—to imagine the experience awaiting this man of 56, who has known nothing of the world about him since he entered the prison a young man 29 years of age.

Electric lights, telephones, trolley cars—in fact, all the modern conveniences the cities of Kansas could not now do without—the people were doing without in that day. In addition to being a stranger to the new world into which he will be introduced, John Rogers will be a total stranger to everyone in that world, save for the good fortune which

has supplied him with the two friends in St. Joseph who secured his pardon from Governor Stubbs. In the period of the legal, living death sentence which he has been serving, every relative of John Rogers has died; every friend of his old world has forgotten him.

Into his new life Kansas starts him out with a fortune of $185, which is given him for his twenty-seven years of service. Perhaps that is more than John Rogers had when he started his other life in his other world, but he was then young, strong and in the game. Now, he is old, broken and out of the big game of life, dependent upon the charity of the friends who rescued him from Lansing to maintain him in the remaining years of his life.

The spectacle of John Rogers being pitted in a game with such tremendous odds against him ought to serve as an object lesson to teach state governments the great progress yet to be made in prison methods. There is really nothing in the incident that smacks of flattery for the present day civilization, viewed from the standpoint of the prisoner's future.

In the Kansas City Star was this editorial of the sparkling, suggestive type:

THE MONEY-MAKERS.

Incompetents have long held a grudge against money-making. The money makers have likewise long had the pity of the pious poor.

With a clearer understanding that poverty is the greatest of all evils, the honest efforts to get rich have had a better ethical rating. The whimsical prophet of modernity, Bernard Shaw, has voiced the newer view. And he borrowed his voice, so to speak, from the Nineteenth Century Samuel Butler, whom Shaw justly regards as the keenest English satirist since Swift.

But just as the rich have gotten comfortably settled in the seats of the respected may not one see a new danger on their horizon? Is there not plenty of reason to believe that men—young men, especially—who are fitted to make a class respectable, will steer clear of the money-making fraternity, not because money making is immoral or spiritually dangerous, but it is too easy?

Really, when you come to consider it, is there anything in the getting rich game that makes an appeal to a young man of this period? Of course, to have the good things of this life is pleasant and offers some excitements. But the good living need not depend on money making as *the* vocation of life, and the excitements of that pursuit are mild unless one turns Raffles.

A young man of good health and good address and a fair assortment of thinking materials can make money so easily nowadays that many who are so equipped are beginning to think it is a shame to take it. Of the young men of most anyone's acquaintance those who are having the least fun and who count for the least in the world are the chaps that have gone in to make all the money in sight. It is quite doleful to note how these young fellows are left out of the swim. It does not make the spectacle less melancholy that they don't realize or care about their isolation.

The youths that are having the real fun, and that know what life is, are the ones that go in for the city, or that take a hand in politics, or that get in the game to give the other fellow a show. It is almost a commonplace now to speak of the mental and spiritual unrest of this century. Well, the thing itself is a fact, whether or not it is yet a commonplace to remark upon it.

And therein is "the cloud no bigger than a man's hand" on the horizon of the wealth-hunting era. Young men quit the knight-errantry business when it ran out of dragons and

imprisoned damsels and when there wasn't any particular amount of glory in it. Young men got tired of the subsequent courtier business, when it passed out of the stage of its Three Musketeers quality with the chance it then offered to do something of account for the king. They went in—those that were worth while did—for democracy and revolution when the only alternative was to be stupid appendages of somebody else's stupid interests. All through the historic lists it is the same. Young men with fighting stuff in them will get into the current of life around them. Very few young men will consent to be gilded nincompoops when there is a spendid city to serve and when a great social and moral stir presents its dragons to fight and its Castles Dangerous to disarm.

The Lexington (Kentucky) Herald published an article written by William C. P. Breckenridge, which illustrates the brief essay-editorial:

THE UNKNOWN "WE."

There is a certain divinity that doth hedge about the editorial "We" whereby that being's identity or identities is, or are, protected from profanation. Into the drawer of the editorial chief go all kinds of utterances, written by only the chief knows whom. Those passing writers are like players upon a stage. They flit across the boards, spend their little parts and die out of the quickly shifting scenes. It is what they say or utter by word or action that gives them existence even for a moment. Each is but a voice, the stirring of the air, a momentary figure that sets the wave of sight or hearing to vibrating, the veriest phantom, dying away like the mist of morning. Only a voice—the strangest of all phenomena. His image can never be reproduced save in memory. And so the one who speaks through the medium of the editorial world consents to lose all identity of personality, becomes

for that moment a part of a great whole, living only as such, not entitled to existence save while appearing as the servant of the pleasure of a great organism.

There is a profound self-sacrifice in the act of speaking editorially. The day has gone by when the individuality of the editorial "We" was of account. The editorial columns of the world glow day by day with the burning thoughts of the nonentities of that world. It is the thought, not its author, that is considered. Unknown, uncared for, unimportant as an individual, the self-abrogating thinker, through editorial columns, speaks of the great questions of the day and by his words, his words that come from lips hidden by the sacred cloud that veils the sanctum where sits supreme the editorial "We" moves the world.

Authors there are whose names are spoken with reverence. They are not writers of editorials. Yet where is there such manifestation of the intellectual vigor of this day as is seen in the work of these unknown and unsung beings of the unseen editorial universe? Those beings speak with power, but not for themselves. They move unnoticed through the crowd that, stirred by their words, goes to its work. They mingle as unheeded privates in the ranks of an army that is moved to lofty deeds by their thoughts. It is indeed self-abnegating labor that these toilers are content to undertake. Their outward reward is their raiment and the food that perisheth. Their only monument is the advancing of the outposts of man's upward march to a free employment of his every right and privilege.

As these humble soldiers of the Grand Army of Human Progress fall one by one with harness on, even the noblest is buried in an unmarked grave. He fights until his death wound is gotten, then he passes away, his voice is silent, another steps into his place, his body is laid to rest, and "no man knoweth of his sepulchre."

But it is a glorious labor. There is wanting the applause that is sweet to us all. But there is that delicious pleasure of seeing men obeying our impulses, following our guidance, thinking our thoughts even though We, the director of great movements, are unseen, unknown, unheard.

As a specimen of the critical, biographical editorial may be quoted an article by Charles A. Dana, printed in the New York Sun, December 5, 1872, giving a critical review of the life of Horace Greeley, who had died November 29 of that year:

GREELEY AS A MAN OF GENIUS.

Those who have examined the history of this remarkable man and who know how to estimate the friendliness, the disabilities, and the disadvantages which surrounded his childhood and youth; the scanty opportunities, or rather the absence of all opportunity, of education; the destitution and loneliness amid which he struggled for the possession of knowledge; and the unflinching zeal and pertinacity with which he provided for himself the materials for intellectual growth, will heartily echo the popular judgment that he was indeed a man of genius, marked out from his cradle to inspire, animate, and instruct others.

From the first, when a child in his father's log cabin, lying upon the hearth that he might read by the flickering firelight, his attention was given almost exclusively to public and political affairs. This determined his vocation as a journalist; and he seems never to have felt any attraction toward any other of the intellectual professions. He never had a thought of being a physician, a clergyman, an engineer, or a lawyer. Private questions, individual controversies had little concern for him except as they were connected with

public interests. Politics and newspapers were his delight, and he learned to be a printer in order that he might become a newspaper maker. And after he was the editor of a newspaper, what chiefly engaged him was the discussion of political and social questions. His whole greatness as a journalist was in this sphere. For the collection and digestion of news, with the exception of election statistics, he had no great fondness and no special ability. He valued talent in that department only because he knew it was essential to the success of the newspaper he loved. His own thoughts were always elsewhere.

Accordingly there have been journalists who as such, strictly speaking, have surpassed him. Minds not devoted to particular doctrines, not absorbed in the advocacy of cherished ideas—in a word, minds that believe little and aim only at the passing success of a day—may easily excel one like him in the preparation of a mere newspaper. Mr. Greeley was the antipodes of all such persons. He was always absolutely in earnest. His convictions were intense; he had that peculiar courage, most precious in a great man, which enables him to adhere to his own line of action despite the excited appeals of friends and the menaces of variable public opinion; and his constant purpose was to assert his principles, to fight for them, and present them to the public in the way most likely to give them the same hold upon other minds which they had upon his own. In fact, he was not so much a journalist, in the proper meaning of that term, as a pamphleteer or writer of leading articles.

In this sphere of effort he had scarcely an equal. His command of language was extraordinary, tho he had little inagination and his vocabulary was limited; but he possessed the faculty of expressing himself in a racy, virile manner, within the apprehension of every reader. As he treated every topic in a practical rather than a philosophical spirit, and

with strong feeling rather than infallible logic, so he never wrote above the heads of the public. What he said was plain, clear, striking. His illustrations were quaint and homely, sometimes even vulgar, but they never failed to tell. He was gifted also with an excellent humor which greatly enlivened his writing. In retort, especially when provoked, he was dangerous to his antagonist; and though his reasoning might be faulty, he would frequently gain his cause by a flash of wit that took the public, and, as it were, hustled his adversary out of court. But he was not always a victorious polemic. His vehemence in controversy was sometimes too precipitate for his prudence; he would rush into a fight with his armor unfastened, and with only a part of the necessary weapons; and as the late Washington Hunt once expressed it, he could be more damaging to his friends than to his opponents.

The occasional uncertainty of his judgment was probably due, in a measure, to the deficiency of his education. Self-educated men are not always endowed with the strong logical faculty and sure good sense which are developed and strengthened by thorough intellectual culture. Besides, a man of powerful intellect who is not regularly disciplined is apt to fall into an exaggerated mental self-esteem from which more accurate training and information would have preserved him. But the very imperfection of Greeley's early studies had a compensation in the fact that they left him, in all the tendencies and habits of his mind, an American. No foreign mixture of thought or tradition went to the composition of his strong intelligence. Of all the great men who have become renowned on this side of the Atlantic he was most purely and entirely the product of the country and its institutions. Accordingly, a sturdy reliance on his own conclusions and a readiness to defy the world in their behalf were among his most strongly marked characteristics.

But a kind of moral unsteadiness diminished his power. The miseries of his childhood had left their trace in a querulous, lamentable, helpless tone of feeling, into which he fell upon any little misfortune or disappointment; and as he grew older he came to lack hope.

As an example of the sparkling, humorous editorial comment is given an extract from an editorial on "Shakespeare and Slang," appearing in the St. Louis Globe-Democrat:

Taine made a master study of Shakespeare, his work and his influence, but he missed the secret of why Shakespeare was much less the vogue in the last half of the nineteenth century than in his own time. He wondered why a ruder, more primitive and less cultured people should have had a quicker apprehension and a livelier appreciation of the master's work than we, the heirs of all the ages preceding ours. The sum of his conclusion was that they were less fastidious, but it misses the mark. Shakespeare was more understandable to them than to us. They "caught on" to his meanings more readily because they knew the slang with which he illuminated so many of them. It was their own slang. They were using it in their daily speech. Now it is as dead as Caesar, but then it was very much alive. It was as much alive then as is the slang of this day, but it is as dead now as will be the slang of this day in a century hence.

What are we going to do about it? Unless we are willing to see Shakespeare pass off the stage we must do something. A proposal made not long ago, half in jest and half in seriousness, that the most enlivening parts of Shakespeare be interpreted and recast into modern English slang, aroused enough to protest to show that its serious side was not its least. Some, with whom Shakespeare is a Mecca to which

they rarely make a pilgrimage, thought it an attempt at desecration. Others feared it as vandalism, but really, it was an effort at conservation. Since then several broad burlesques of Shakespearean plays have appeared, in which all the majesty and beauty are cut away, or, if retained, are retained only for purposes of mockery. * * * * * But the question still remains of why it is not possible to put Shakespeare on the boards as he was put on at Black friars, or the old Globe, with the slang which Globe and Blackfriar audiences translated into the slang of today. We could leave the stars to speak the stately and immortal lines and still have the illuminating slang interpreted to us in slang of our own. Instead of having Hamlet swear to his continued love of Rosenkranz by his hands, which he calls "pickers and stealers," we could have him say: "I love you still, by these hands, and they are no four flushers at that." We must modernize Shakespeare or lose him from the stage.

The local editorial, in which sparkling words fit the thought, is illustrated by this article in the Joplin, Missouri, Globe:

THE CRIMSON RAMBLER.

Just now Joplin is ablaze with the crimson rambler. The brilliant coloring of this flower against the deep June green of leaf and grass forms a striking beautiful contrast. There is something almost barbaric in its splendor. There is a bold, but cheering, message in its luxuriant growth. It is a sturdy, vigorous bearer of glad tidings.

One wishes the crimson rambler would never die; that it would bloom perennially and ever more riotously. Its very intensity, however, seems to condemn it to a brief but glorious career. It illumines a fleeting month with

passionate splendor, and then, content with a life pitched in the key of supreme fullness, dies with heroic promptness. It knows no sere and yellow. In its span there is no long-drawn pallid day of lingering decline. Its mission is one of robust and rubric gayety. It fulfills its mission and goes on.

These days where May and June meet are the calendar's voluptuous confluence. Now the green is at its greenest the sky's blue at its bluest. Nature, the supreme artist, chooses with consummate skill the back-ground for her most daring tints. Soon, under scorching suns, the "tubes will be twisted and dried." The apotheosis might surfeit us were it prolonged. Nature is not only the supreme artist, but is also infinite wisdom.

The personal editorial, descriptive of the individual and furnishing biography with comment, is illustrated by this article from the Kansas City Journal:

ADMIRAL TOGO.

Admiral Heihachiro Togo, the victorious commander of the Japanese fleet in the battle of Tsushima strait, is the guest of the United States. The veteran naval hero of the East is on his way home after representing the mikado at the coronation ceremonies in London, and this is his first visit to our country. He will spend a few days in Washington where he will receive honored attention, after which he will return to New York and then go to Canada on his way to Vancouver where he will take ship for Japan.

Of the distinguished men who have risen in Japan within recent years, Admiral Togo is probably most conspicuous in world attention. The spectacular nature of the service he rendered his country commanded special notice. It was many

years ago that this man began that training which was destined to make him the foremost naval authority of the East. Long before there was even a rumor of war between Japan and Russia he was preparing for it in the slow, methodical and somewhat mysterious fashion of his people, and when the emergency came he was ready.

Togo has not ceased to be a popular hero, although in deportment and appearance he is totally lacking in the traditional characteristics of great heroes. True to his race, he is calm, impassive, dignified and careful of his utterances. His words are the result of studied meditation and although he is said to be able to speak English fairly well he employs an interpreter. By this means he is furnished with a mask and can seek refuge from insistent inquirers.

The people of the United States delight to honor this eminent man from the mysterious land across the Pacific. Yet it is not more the man than the nation to which he belongs that attracts our friendly interest. When one recalls that it has been only within Togo's lifetime that Japan has emerged from the obscurity of ages and has started upon the path of progress, some idea may be gathered, of the achievements of those men who have brought their country to its present rank among nations.

This article from the St. Louis Post-Dispatch is a specimen of the news-editorial:

EAST BECOMING WEST.

Unlike Phileas Fogg, immortalized by Jules Verne, globe-circler Andre Jagerschmidt did not have to buy an elephant in order to cross part of Asia. He has arrived at Yokohama, Japan, traveling eastward from Paris through Russia and Western Siberia, in schedule time, 16 days, and has the comparatively easy though longest part of the route, across

the Pacific, the United States and the Atlantic, before him. With the exception of a brief delay on the steppes, he encountered none of the tremendous difficulties that existed before the Siberian Railway was built.

It has taken Jagerschmidt 16 days to get to the shores of the Asiatic continent, that is to say, to traverse 140 degrees of longitude. And he allows himself 26 days to traverse the remaining 220 degrees, from Yokohama back to Paris, through all of which route he can make excellent time. The average travel in each part of his journey will have been nearly 90 miles per day, proving that in the matter of transportation the East is slowly catching up with the West.

PART III. NEWS-GATHERING

I. Reporting.
II. The Beginning.
III. Sources of News.
IV. Assignments.
V. The Reporter.
VI. Interviewing.
VII. News and Its Value.
VIII. Organization in News-Gathering.

I. REPORTING.

Reporting is a distinctive branch of work in journalism. It consists in the gathering and writing of news.

The editor and owner of a great afternoon newspaper, a paper that has been successful from the very beginning because of its tenacity to the policy, "furnish *all* the news," once remarked: "The most essential man on a newspaper is the reporter. It's not such a difficult task for me to find good, capable men for other departments of newspaper work, but good reporters are scarce. When I find one, no matter how long or how diligent the search, or how great the expense, I consider it a work well done."

The popular belief is that reporting is only for beginners. That is far from true. The foregoing opinion of a capable and broad-minded newspaper man is the opinion, also, of the editor of every first-class, successful, daily newspaper the world over. Newspapers strive to present the news, and all of the news, in as clear, comprehensive and attractive manner as possible. Only the newspaper with a reportorial staff of capable men is the one that succeeds. A good reporter, one who has had training

as well as natural ability, is the object of a search that is kept in mind constantly by the city editor, managing editor, and others who have to do with the gathering of news.

"What do you consider the chief asset or qualification of a good reporter?" was the query put to a widely known editor recently.

The editor sat for a moment, studying the question. All the while he gazed out of the window of his office, in a building facing a busy, city street. Presently he saw something that attracted his attention.

"There is your answer," he replied, pointing to a young man, a reporter on his own paper, who was treading his way, easily and dexterously through a net of automobiles, street cars, drays, and carriages. "The man who can do his work that skillfully is or may become a good reporter."

It was an unique reply, one typical of the editor. He had shown by his illustration that in his opinion the good reporter, the reporter who succeeds, must be alert, active, a man of sure judgment and, above all, a man who sees things in a comprehensive way, sometimes only by a glance. The man who does not cultivate that alertness of mind, as well as of body, or who does not learn to use his eyes to good advantage, may succeed in a mediocre way, but he will never win for himself that name or title, it might be called,

of "good reporter"—a title for which every person who enters newspaper work must necessarily strive. To succeed, too, one must have a love for his work. Without it, that alertness and energy which aid him in whatever task or assignment he has to do, leave him. He becomes mechanical.

For the beginner, the novelty of his new employment or a temporary enthusiasm, may spur him on but the fascination in reporting must become something more permanent. Those reporters who have not, at least, a moderate degree of enthusiasm; who have not a spirit of loyality to their paper and a love for the work, should seek other fields. Only the man who can truthfully say "I love my profession" succeeds.

Only a few years ago a term often heard in connection with newspaper work was that of "star reporter." To-day the term is seldom used and in some newspaper offices it is ridiculed. Despite this, there are still "star reporters," in fact, if not in name, just as there always have been. The "star reporter" is the man who has won for himself the reputation of being a *good* reporter. First of all, he is the one who can be depended on; the one to whom the city editor turns when he has a mission of importance and desires a reporter, who, he knows, will procure *all* the facts, accurately and in detail; the one who will write his story correctly and compre-

hensively and who will return to the office so that the news may be published, or put in type, at least, at the earliest moment possible. Unconsciously the city editor picks him out from the other members of the staff, thinking, perhaps: "There is the man to send. I can depend on him to get the story and I needn't worry."

These are only a few of the qualifications of a *good* reporter, however. His work and the manner in which he will be expected to perform his tasks will be taken up in detail in later chapters. But to emphasize again the fact that the work of the reporter is of the greatest importance to a newspaper, and that many, either from failure to realize this or from lack of ability, do not obtain success, it may be repeated that *good* reporters are scarce. Because of this scarcity, the "star reporter" of a few years ago still exists. He is found in every newspaper office.

It is not meant here to convey the idea that on the staff of each newspaper there is only one *good* reporter or "star reporter." There may be a half dozen. But in the profession the number is so few that the distinction is still made.

The person who enters newspaper work with the idea that he will become a reporter merely as a means of stepping into a position of editor or some other executive position, and that reporting is work done by the young and inexperienced, must soon

rid himself of that idea. The field is as large and the responsibilities as great, perhaps, as any branch of newspaper work. The publishers of most of the metropolitan newspapers, when they procure a good reporter would like to keep him a reporter. He is consulted on matters pertaining to news; his advice is sought on conditions and needs of the public, on public sentiment and other questions of importance. Thus the *good* reporter makes his position one of superior rank and he is serving his newspaper in a capacity that is not inferior in comparison to the duties of an editor. The salaries offered, too, in many cases, equal those of editors or sub-editors.

Reporters are in a particular department of work that is all-important. The hold that the fascination of news-gathering and writing has on the successful reporters is well illustrated by an incident in the office of a newspaper in the middle western city a few years ago. The managing editor offered the position of assistant city editor to a reporter of ability. The reporter declined.

"I prefer the work of reporting," the reporter said. "After my first year of newspaper work it became my ambition to have the city editor of whatever paper I was writing for, say: 'There's the best reporter I have on my staff.' "

This reporter had realized his ambition. He is

still a reporter and in refusing an editorship, he did not lose financially.

While the succeeding chapters will deal with the duties of the various editors in connection with their work of gathering news, the information is designed to aid those who are to become reporters, those who have selected journalism as their profession, and who expect to enter the field of news-gathering and news-writing.

II. THE BEGINNING.

Terms and Expressions. In the practice of journalism there are many terms or expressions, a few of which, at least, it is essential that the beginner become familiar with before he enters upon his duties. He should know that when the city editor tells him to "get a story," it is not meant that he is to write fiction. The term "story" in newspaper work has a meaning widely different from that generally known. In fact, "story" is the name applied to all printed matter in the news columns, whether it is an item of two lines or a page. No word is more generally used in a newspaper office and not a few beginners have been puzzled by its meaning.

The introduction of a story is known as a "lead."

The beginner, starting on his first day's work, may be given a "run." "Run" is the term applied to certain places, and such as public offices, where news, often of a routine sort, is gathered every day, or at intervals every day, by reporters.

"Copy" is the name given in all newspaper offices for manuscript. The moment the reporter's story is on paper it becomes "copy."

A term that is generally used and one that the beginner should keep clearly in mind is "feature."

When applied as a classification such as a "feature story," it is meant to imply a human interest article or incident; or a special story that could not be designated as news. But when a city editor, in discussing the writing of a story, says, "pick out some feature" or "put the feature in the lead," he refers to some unusual or striking phase of the story.

An "add" is an addition to a story already written.

An "assignment" is the order of an editor to obtain certain facts and write the story. A run may be an assignment.

To "cover" a run, meeting, accident or any assignment means the procuring of the information and writing the story.

An "insert" is a paragraph (or it may be only sentence) that is to be placed somewhere in the body of a story.

A "follow" is a story that bears a relation to another story already written. Under separate headlines it follows the story designated.

The beginner may receive the order to write a "stick" or "stickful." This is approximately two inches or 165 words. It derives its meaning from the amount that a composing stick will hold.

The office in which the reporters do their work is known as the "local room," or "news room."

The "morgue" is the place where photographs, cuts, newspaper files, clippings and all records or

books of reference useful in newspaper work are kept.

"A. P." is the abbreviated term for the Associated Press, an association which distributes telegraph news.

In addition to these are numerous other expressions in general use in newspaper offices, such as, "cut it down" or "boil it down," (meaning make your story shorter); "let it run," (meaning go into details in writing your story); "cut it to the bone," (meaning, give only the bare facts.) These, however, are not essential to the beginner, but constitute, in fact, a sort of slang which varies in newspaper offices.

Personal Appearance. One of the things which all reporters inevitably learn in time, although it is of such importance that it should be impressed upon the beginner, is the value of a neat, attractive personal appearance. It is an aid to the reporter in gathering news. Also it is a quality that the newspapers of today demand of their reporters.

The person employed as a reporter may, at any time, have to enter the best of homes, attend a dinner, entertainment or other social event; or he may have to visit business men and men who hold high public office. When he does this he acts as a representative of his newspaper, and, as such, the

newspapers justly contend he owes it to his paper that his personal appearance is not of such a character that would tend to discredit either the reporter or the newspaper which employs him. Unquestionably the demand for a higher standard regarding personal appearance among reporters, chiefly because of the character of their work, has increased greatly in recent years. Not always will the best of ability in all other phases of reportorial work save the one who is noticeably lacking in that one quality. It not only affects the beginner's chances when he applies to the city editor or the managing editor for a position, but later on, although he may be capable, both in the gathering and writing of news, should he become too neglectful in his habits and dress, he may be dropped from the staff. He has had no warning and because of the lack of a suggestion he goes unenlightened as to the cause of his failure.

In some offices, however, a different course is pursued. A mild suggestion wisely given and in the proper spirit suffices and these newspapers retain, perhaps, an able reporter who otherwise would have been discharged.

Courtesy. To some it may seem unnecessary to call attention to the fact that courtesy is a quality that must be cultivated by reporters. True, it is

essential for those who practice any profession, but in journalism the rush of work and the constant "struggle against time" develop a tendency to neglect this trait of character. Like an attractive personal appearance, it is a quality that is demanded by all newspapers. Nevada Davis Hitchcock, says: "Be gentlemanly. Courtesy wins favor, and popularity will bring more news items than rude keenness can ferret out. Be honest. Where trickery wins one piece of news, straightforwardness gains a dozen."

Politeness and courtesy then are qualifications every good reporter should possess. No matter how trying the circumstances may be, the beginner soon learns that strict adherence to the use of these qualities will overcome obstacles where other means fail. Here, again, he must keep in mind that in his work of news-gathering he comes in contact with people, not as an individual, but as a representative of his paper. He owes it to his paper to be courteous. By courtesy it is not meant that the reporter should not be independent, persistent, perserving, or aggressive, but rather that he should refrain from the gruff or domineering tactics. The extent to which courtesy enters into newspaper work is shown by an incident which occurred in the news-room of an afternoon newspaper in an eastern city recently. The city editor was busily engaged in directing the

work of issuing an extra edition with the news of a riot in which two were killed and several wounded. The telephone at his desk rang. It was at a time when seconds counted. When he answered he learned that a man had called to ask if he had heard of the riot. The answer of the city editor was not impatient or short. In as few words as possible he told the man he had, and ended the brief talk with "thank you for calling up."

"I made a friend for the paper," said the city editor afterward. "The next time he hears of a story he will call up this office. I have found it pays to be courteous even if you do waste a few seconds of valuable time."

Courtesy is not necessarily restricted to the reporter's demeanor. It may include also his language. The city editor of a St. Louis paper once overheard a reporter on his staff talking to a man about the death of a relative.

"Can you give me the 'dope' about Mr. Blank's death?" asked the reporter.

That one slang word lost the reporter his position. An extreme case, perhaps, yet it clearly shows the demand for respectful language and courtesy on the part of newspapers.

Among his associates in the office, too, it is well that the beginner should remember the value of courtesy. He must not forget that a majority of

those with whom he is working are men of training and experience. As a general rule, these associates are willing to aid him in every way possible, should his conduct be such that would warrant such aid. Above all, he should avoid boastfulness.

Reading the Newspaper. Every reporter should read thoroughly the newspaper for which he writes, and the beginner must do more than that. Besides reading to keep informed on the news, both local and telegraph, he must study the paper with a view of learning the details of style, something of the general policy of the paper, the character of the news it prints and the manner in which it is presented. It is important that he should study the stories which he, himself, has written and note carefully all changes that are made.

In all newspaper offices a certain style in writing is adhered to and all stories must be made to conform to this style. As an example, one newspaper may print, "Main St.," another "Main Street," and another "Main street." Certain words or expressions, too, are not permitted.

What are called "style books" are issued by some newspapers. Many others do not issue them and the beginner, then, must depend on the newspaper itself to acquire this knowledge. This can be done only by a careful study of the newspaper on which

he is employed and best by watching the "fate" of his own stories. Editors or copy-readers may make the same changes in copy a reasonable number of times and may call attention to those changes, if they can find time, but if the beginner is not quick to note these corrections, his work will not be approved. This applies not alone to the details in style but to the broad or general method of building or writing a story. Newspaper offices are busy places. Editors find little time for instruction, especially instruction on those points on which the reporter may gain information, himself, simply by studying his paper.

Reading the newspaper, chiefly the one on which a reporter is employed, but others in the same field and elsewhere, if he can find time, becomes a part of the reporter's work. At any time a reporter may receive an assignment to get a story that bears a relation to something that has been printed before. How, then, can he work intelligently on the assignment, if he has not read the previous story, if he is not familiar with the situation? The first story, perhaps, could be found in the newspaper's morgue. But that takes time and it should not be necessary for the reporter to depend wholly on the morgue, unless it is important that he be familiar with all of the details of the previous story. Then again the morgue is not always available. While out of the office

the reporter, himself, may have learned of a story, which is a later development of a former event. In such a case it is his duty to get the facts, but if he does not know what has already been published; if he is not familiar with the conditions, it is more than probable that he will not grasp the true situation and that his story will be incomplete.

It is not sufficient that the reporter read only the local news. As an illustration, let us say, the newspaper on which he is employed has published a telegraph story containing charges against a man who holds an important state office. The official is away at the time the charges are made. The reporter accidentally finds him at the railway station or a hotel as he is passing through the city on his way home. If the reporter has not read the telegraph story and does not know of the charges, what is the result? He gets an interview, possibly, about the trip the official has just made, or some work that he is carrying on. He returns to the office without the one thing that the public desires to know—his statement or answer to the charges.

Had the city editor known that the state officali was to have been in the city and assigned a reporter to interview him, he would have called attention to the telegraph story. But the city editor cannot know of everything that is to happen. He expects

the members of his staff to be prepared for just such emergencies.

And finally, the beginner by carefully reading his own paper soon learns the kind of stories which the city editor considers important; whether crimes and stories of similar nature are given little or much space; whether or not human interest stories or special stories are desired; what crusades are being carried on, and other facts.

III. SOURCES OF NEWS.

Runs. The gathering of news, both by metropolitan and country newspapers, has been systematized. A large proportion of the news printed each day comes to the newspapers through regular channels, that is, from the same sources. In every city and small town certain places are watched constantly by reporters. The list is practically the same in all newspaper offices. The number of these sources depends on the size of the city or town. The extent to which the information gathered is available as news, depends also on the size of the community in which the paper is published and the circulation of that paper. These places visited regularly by reporters are known, generally, as runs.

One place visited may constitute a run or they may be grouped. In cities the places or offices where the volume of public business is great, or where much information concerning the affairs of the people in a community is brought to light, it is often found necessary to have a reporter constantly on duty. Other places, where fewer stories are developed and where the news may be less important, are grouped and assigned to one reporter. In such an instance the reporter will visit several places regularly and gather news of a widely different character.

In a few of the larger cities news from these sources is procured by city press associations and sold by them to the newspapers in those cities. In case the news is of such importance that the editor believes it advisable to obtain a special story, then he sends a special reporter from his staff. Otherwise these city press associations are depended on to furnish the facts. But comparatively few of the cities have press associations and the runs are covered by the newspapers individually, that is, by reporters from each.

The reporter in the small town will find that the work of covering a run will consist in visiting several or many places regularly. The amount of news to be obtained from any one place will not as a rule be sufficient to require him to watch that place continuously, except possibly in the case of events in which there is wide interest as, for example, court proceedings or a trial. It must be understood, however, that the task of the reporter who covers a run in a small town is not lighter, that he gathers news of as great importance to his community and as many or more news stories than the reporter on a metropolitan newspaper. The reporter for the country daily or weekly newspaper judges news from a viewpoint different from that of the city newsgatherer.

The interests in a small community are centralized. Country journalism must take that into con-

sideration. Where a city reporter will reject information as too unimportant for news because it interests only a very few or a comparatively small class of persons, the same information would be available material for the country paper. In a large city with a population of several hundred thousand, a reporter may learn of a fire at the home of John Smith in an isolated district. There are no unusual features; there is nothing to distinguish it from hundreds of similar fires; the loss is small and Smith is not generally known in the city. No story is written and if the fact is published at all it is included merely as a line in a record of the fires for that day. Should a similar fire, under the same conditions, occur in a small town, the reporter has material for a story. Here fires are still classified as the unusual. Smith necessarily is more widely known to the community as a whole and to the readers of the paper published in the community. More persons know that there had been a fire and are interested in knowing its extent. The details are correspondingly of greater interest.

The purchase of an automobile by the average citizen of a large city where thousands of automobiles are owned, can scarcely be considered an item of news for the newspapers of that city. In the small town where probably only a few are owners of automobiles and where a large percent of the readers

know the buyer and have a personal interest in him, it might properly be considered of interest or news. Because of this personal interest, the coming and going of the residents of a small town (news from depots and trains which constitute a run in small towns), is considered news. In a city unless the persons written about are of special prominence, the personal interest to the readers as a whole, does not exist.

The same places are visited regularly for news in the larger cities. The names of officials, offices, institutions, organizations and courts often differ yet the general character of the news to be obtained is essentially the same. Additional runs are covered in some cities and in the small towns the number naturally will be limited. A list of the more important places watched for news in the larger cities and in the smaller towns, as far as the offices and organizations are maintained, follows:

City Hall
Police Stations
Hotels
Undertakers
Justices' Courts
Postoffice
Union Station
Steamship Offices
Schools
Theaters
Municipal Courts
Fire Headquarters
Public Hospitals
County Jail
County Courts
Federal Courts
Civic Organizations
Political Headquarters.
Coroner's Office
Clubs

From the foregoing places the reporters gather the news of accidents, deaths, crimes, suicides, court proceedings, financial transactions, municipal proceedings, improvements, fires, noted visitors, and political, theatrical, and educational news. At some of these places the reporters are on duty constantly until the last edition of their paper has gone to press. Others are visited at intervals of every few hours and still others once or twice a day. While the beginner may not be assigned to any of these runs, it is well that he should know what places are watched for news, for the knowledge may save him some unnecessary work. For example, a reporter who has been sent out on a special assignment may hear of a fire, a suicide, or a story in the postoffice or city hall. If he is familiar with the runs on a newspaper, then he knows that the task of getting any one of these stories falls to another member of the staff. But it is his duty, if the story is at all important or should be procured immediately, to notify the city editor and make sure that the story will not be missed. Knowledge of the system employed in gathering news and the runs assigned prevents confusion of work among the reporters.

In covering a run, there is at least one rule that can be laid down and that is—make friends with those from whom you gather news regularly. On the reporter's ability to make friends will depend much of his success.

It would be impossible to tell specifically what news is to be obtained from these runs. But to give the beginner an idea of the duties of the various persons or officials whom he will meet, and to acquaint him in a general way with the character of the news to be gathered from the runs, each of them will be considered separately. They will not be taken up in order of importance. All runs on a newspaper are important, although it is true, that stories of greater value are developed more frequently on some than on others.

Undertakers. In some cities the undertakers are required to make reports immediately of all deaths to the city health authorities. Where there is such a regulation, the newspapers do not send a reporter to each of the undertaking establishments but depend on these reports which give the facts obtained by the undertaker, such as the name, age, occupation, cause of death, etc. In case additional facts are desired, a reporter is specially assigned to get the story. In other cities the newspapers depend upon the list of paid death notices turned into the advertising department each day. But in those cities of moderate size, where the number of undertakers is not so large, there is an undertakers' run. The reporter visits the places not too far distant from the business district and those in the outlying

districts are "watched" by telephone. He will find the undertaker willing to aid him in return for the occasional advertising he gets when his name is mentioned in the news columns, and, in most cases, supply him with enough facts for the story. Through an undertaker, however, a reporter may learn of the death of a person of prominence or of a death from unusual cause. In such instances it is the duty of the reporter to visit the home or see relatives or friends to obtain more details. Where the reporter has time, it is a good plan to investigate as many deaths as possible in this manner, although he may have received no hint from the undertaker or other sources that he will find anything of interest in the person's life or manner of death.

The undertaker is not versed in news-gathering and ordinarily obtains only the bare facts for his records. In talking with relatives or friends not infrequently the reporter finds, by these visits, material for interesting stories. He may learn, for instance, that the man had been an inventor of many small devices used in households; or that he possessed a fine collection of curios; or that he was a survivor of some disaster which occurred in the city years ago; or that he had once held public office. These are only a few examples of the numberless facts that would make the account more than a mere death notice and be of interest to others in addition to

the friends and relatives of the man who is dead.

These stories can be obtained only by thorough and conscientious work on the part of the reporter. No better illustration of this diligence can be had than by the comparison of two death stories published by rival morning papers in a city with a population of 300,000 a few months ago. One paper published not more than a dozen lines about a man, whom we will call John Brown. The story said that Mr. Brown was a retired contractor, gave his age, cause of death, the list of relatives and ended with the funeral arrangements. The other paper published more than half a column, reciting the fact that forty years ago Mr. Brown had been an alderman in the city, giving in detail his connection with certain reforms and ordinances still in effect. Here was a man who once had been widely known, but in the rapid progress of the city was forgotten, except to old personal friends. The reporter on one paper had depended on the undertaker for his facts in recording the death. The other had investigated and by thoroughness in his work obtained a story of more than general interest, a story that was worth while and was widely read.

In all stories errors in facts and names and inaccuracies are considered inexcusable, but especially they are to be deplored in death stories. Where the ordinary story is read and cast aside, the story of a

death, as a general rule, is preserved by the relatives and extra copies of the paper are sent to friends It is, then, the special aim of newspapers to avoid errors in the handling of death news, a fact that every reporter who is assigned to the undertakers' run should keep in mind. While the run is one that is often given to beginners, it is clear that it does not lack in possibilities or importance and that thorough work counts.

Hotel. When assigning a new reporter to the hotel run, the city editor of a metropolitan paper once said: "Remember that, without exception, almost, every person you find registered at a hotel can give you a story of some sort. Your first duty is to meet them and get them to talk. Then the news or stories will come."

That advice came from a man who had been a reporter many years and who had learned by experience the possibilities in gathering news at hotels. For the good reporter, one who is able to converse and ask questions intelligently, there is no better field for news than the hotels. The hotel is the temporary home of travelers and was not the first work of gathering and distributing news done by travelers? In the hotels are to be found the politicians, public officials, business men and, in fact, men of every profession and station in life. Somewhere, it

may have been in the home town, or on their travels, they have seen or heard something that is worth printing.

But a hotel guest, like most persons who do not come in contact often with newspaper men and who are not accustomed to giving out news, often does not know what to tell. It is more than probable that he has concealed in his mind an interesting story which he is willing to give out, but to him it is not a newspaper story. It may be the last thing he would think of telling, if he were not prompted by some question of the reporter. Here then is the hotel reporter's opportunity. How shall he begin?

Experience has developed general methods in gathering the news at hotels, but the work to a great extent must depend on the reporter's own ability, judgment and perception. First the reporter should become acquainted with hotel clerks and managers. Through their positions they in time learn something about each guest—his profession or occupation, or, to be more definite, who he is. By consulting the register and conversing with the clerk, the reporter may select a list of those who, in his judgment, are most likely to have some news worth telling. From this point on, much depends on the reporter, himself. From a discussion with the man about affairs in his home city or personal experiences in

traveling, all of which may lead to other topics, the odds are certainly in favor of a story, if not a news story then one of human interest. Failure in one instance does not keep the good reporter from trying the next man on his list.

Not always is the hotel man's task so difficult, however. He may find registered at the hotel a public official, a railway magnate, a lecturer, a noted actor or some other person who has been more or less in the public eye. These are men he should interview. To interview them successfully, as has already been pointed out, he must be a careful reader of newspapers. To procure an interview on a timely subject is almost as important as the procuring of the interview, itself. For a reporter to show he is familiar with the work of a public man is a factor that aids him greatly in getting news from that public man.

In addition, the hotel reporter will find meetings, banquets, conferences, weddings, and other things that must be covered. Some newspapers print each day a list of guests who are registered at the hotels, but, as a general rule, few personals are published in metropolitan newspapers. If a person is so widely known that it is considered a matter of news to record the fact that he is in the city, it is probable that an interview—something about himself or his work—is also worthy of recording. The hotel run,

it will be seen, is one where little routine news is gathered. The reporter works without a guiding hand and the possibilities of the run are what the reporter, himself, makes them.

Police. In the system of gathering news the police department plays an important part in every city. The general plan of the police in recording events which come within their province and the nature of their duties could scarcely be arranged to better advantage for the newspapers. The police system is practically the same in all large cities.

An assignment to the police run means, in most cases, that the reporter is to go to police headquarters or central police station. There he will find an office or press room with desks, typewriters and telephones for the exclusive use of the newspaper men. There, also, he will find the office of the chief of police, chief of detectives, or other high police officials. The first news of accidents, crimes, suicides, and all other events within the scope of police work, are reported to police headquarters as soon as possible; the important ones at once, but the minor ones, probably, more at the leisure of the commanding officers in the various police precincts. From these reports, if sufficient details of facts accompany them, the police reporter obtains his story. In case he does not obtain enough details at the central

station, he gets in communication with the commanding officer in the precinct from which the particular piece of news emanates. Then, if he fails to obtain the desired information, he may notify his office so that a special reporter may be sent to get the story.

The police system of a city is divided into districts or precincts. In each precinct is a station house with its prison cells and offices of the commanding officers. To follow the journey of a news report from a point in any of these precincts, let us take a specific case:

Patrolman Smith, in the outskirts of the city, is summoned to a house on his beat where a woman has shot and killed her husband. In case the woman has not fled, the patrolman places her under arrest and at once notifies the officer in charge of the station in his district. He may or may not have given any details of the murder. If he does, these details are at once transmitted to the central station where the reporter gets them. If he does not, the patrolman makes a hasty investigation, while other officers are on the way to the house, and he is soon at the precinct station with his prisoner. There the officer in charge transmits the details of the crime to the central station often before he makes a record of the crime on the "blotter," as his record book is commonly called. At the central station the news will be given to the reporter immediately and the

details are sufficient for him to telephone a brief story to the office of his newspaper, or write it and send it by messenger. For later editions, a reporter from the office, perhaps, will be sent and a more complete story is procured.

The police reporter rarely leaves his post, unless he has notified his office and is relieved by another man.

In the same manner reports of finding of bodies, suicides, robberies and accidents, where they are important, reach the police reporter. He keeps in touch constantly with the officers in the district from which the report of news comes, and procures any new details that the police may have gathered. It depends on how quickly the police work, their ability to obtain definite and accurate details, the importance of the news story and the length of time the reporter has to gather facts for his story before the next edition of his paper, whether or not it is necessary for a special man from the office to handle the story. In some instances a newspaper may station more than one man at police headquarters. Then, when a story cannot be covered thoroughly with the details obtained from the police, one of the reporters "goes out on the story," that is, he makes his own investigation and gathers his information first-hand. This is considered a good plan to follow in any event, for information may be gained that will

lead to a much better story than that uncovered by the police.

Usually, too, the precinct stations constitute a run and the man who does this work may learn of the story on which the reporter at police headquarters is at work. Unless he happens to reach the particular precinct soon after the news develops, however, it is probable that the reporter at central station is ahead of him. If he does hear of an important piece of news, it is his duty to learn, either from his office or the police reporter, if it is covered or being covered. If it is not covered, then he will be expected to procure the story.

The reporter who has been assigned to the outside police precincts goes from one station house to another and the frequency of his visits depends, naturally, on the number of the precincts and the locations of the station houses. He meets the commanding officers and in most instances is allowed to see the reports which the officers have not considered of sufficient importance to send to police headquarters at once. From these and from the officers in the precincts, he obtains many good stories, stories that may not be of great importance but contain unusual or human interest features. On the other hand, he may find stories of events that the police have not considered important, hence no report has been sent to police headquarters. Yet

these stories are often important from the viewpoint of a newspaper.

The police reporter must be able to judge news quickly and accurately. Patrolmen take their prisoners to the station where they are locked up, released on bond or allowed to go, after a warning. Each of these arrests must be investigated. The reporter, after inquiring into the facts discards certain cases as unworthy of a story and notes the important details of another, with a view of writing about it.

Cases of drunkenness will not be written. Petty thievery cases and small robberies, also, will be discarded, unless there are unusual features or those concerned are widely known. Other arrests he will write about, basing the element of news on the prominence of the persons involved, the enormity or oddity of the alleged crime, the manner of capture or other unusual features. In the same way he sifts out stories from the many reports of accidents, fights, lost persons, and other things, but always after a careful investigation. If, for instance, the mayor of a city is slightly injured in an ordinary accident it would be worth a story. But, if the victim happens to be a laborer, then nothing will be written. In accidents the extent of a person's injuries and the cause are also taken into consideration. Had the laborer been dangerously or fatally

injured or the cause of the accident been an unusual one, then there would have been material for a story.

Too much care cannot be exercised by the police reporter in getting his facts accurately. A wrong name or a mis-statement of facts regarding an arrest often leads to serious consequences for his newspaper.

Coroner's Office. From the coroner's office reporters gather news of all deaths from unnatural causes—suicides, fatal accidents, murders—and sometimes deaths where the cause has not been determined. In cases of murder and fatal accidents, it is seldom that the coroner hears of the event before the police do and in most cases he is notified by the police.

But the coroner often receives news of suicides that never reaches the police. This is particularly true where the suicide occurs in the residence district and where a physician is summoned before the victim dies. The physician is required by law, in such cases, to notify the coroner. The reporter may obtain his information from the coroner, after the latter has made an investigation or by his personal investigation. The three chief news elements that enter into suicide stories are: means of death, cause of the act, and the prominence of the person

who took his or her life. On these the reporter bases the importance of his story.

It is well that the reporter who visits the coroner's office should know the attitude of his paper toward suicide stories. The policy of many of the best newspapers of the present day is not to print more than the bare facts about suicides unless the person who has taken his life is so widely known that it makes the story one of unusual importance. Suicides, it is held by these editors, are often the result of suggestion. Many persons who are brooding over some trouble, the editors say, read the details of a suicide, and owing to the condition of their mind, are susceptible to the suggestion of self-destruction. The policy of certain newspapers is not only to refrain from giving details, but, also, from giving news of suicide a prominent position in the paper.

From the coroner, also, the reporter may obtain the news which clears the mystery surrounding a death. Where there is doubt as to the cause or manner of death, the coroner performs an autopsy. Instead of clearing a mystery, however, his autopsy may show that death was due to a blow, or poison, thus disclosing a crime. An official inquiry in such cases may lead to arrests, the facts about which may be learned from the coroner.

At the coroner's inquests, where witnesses are examined in connection with murders, suicides and

fatal accidents, many additional facts are brought out in connection with the case involved. These inquests are generally attended by the reporter who has been assigned to the coroner's office.

Justices' Courts—Municipal Courts. Because of the similarity of these two places, as regards the character of news to be obtained, they may be taken up jointly. Criminal cases, where persons are accused of minor offenses, are tried in each, and in the justice's courts also minor civil suits are brought and tried. Although many important news stories are developed in these courts, they offer a field for the reporters that is rich in human interest material. Here day after day the troubles of those in every walk of life, almost, are aired, but each day something original in humor or something new in pathos comes to light. The commonplace neighborhood row, or the trouble over a debt are not of interest to the public, but the little human interest incidents of life, brought out in the settlement of the cases are what the reporter should search for.

The reporter may have several of the courts to visit. He cannot hope to gather his material by stopping at each only long enough to ply the judge or clerks with questions. He must see the witnesses, hear them testify and enter into the spirit of the case, if he hopes to succeed.

In the justice's courts are given to prisoners preliminary hearings. At these hearings the reporters often gather late developments or new facts on cases of importance that have already been reported.

Schools. Among the readers of every newspaper there are many women and children. While news of schools may be said to be of general interest, it is chiefly because of this class of patronage—the women and children—that the newspapers consider it important to print the happenings in the public schools, as well as in the private schools and colleges of the city. From the offices of the board of education and the superintendent of schools, the reporter may obtain each day such news as relates to changes in the teaching staff, new rules governing discipline, new courses of study, improvements, and many other things of interest to pupils and their parents. Experiments performed by the pupils, winning of prizes and honors, and incidents attendant on schools days are worthy of stories, also. The board of education has its regular meetings, which are attended by the reporters. The various meetings of the teachers are often productive of stories. Athletic contests in the schools are generally considered as sporting news and gathered by the sporting editor's department.

Fire Headquarters. Like the police system, the system of fire protection in a city is divided into districts or precincts, each having its engine house with apparatus and crew. All alarms of fires are first receeived at fire headquarters and there communicated to the various engine houses. No matter in what locality the fire may be, if it is of any importance, the fire alarm operator, or officials at the headquarters, keeps in touch with the progress of the fire until it is extinguished or at least under control. Thus it may not be necessary for reporters stationed at fire headquarters to go to every fire. Within a few minutes the operator may receive word that it is a false alarm or a small blaze which was easily extinguished. The chief, assistant chief, or captain who is in charge of the fire, after it is extinguished makes an investigation and on his return to the engine house sends a written report to fire headquarters. These reports are given to the reporters, who should scan them for some feature that will make a story, just as the police reporter goes over the reports submitted to him. In case of fires where the loss is great or there are accidents, loss of life or narrow escapes, reporters should not depend on the details furnished by the firemen, but should go to the scene of the fire at once, watch its progress and make his own investigation. In

covering a fire of importance, these are the chief features to be noted:

Cause	Water Pressure
Loss or Damage	How Firemen Worked
Accidents	Occupants
Narrow Escapes	Notes or Incidents
Insurance	Question of Rebuilding

The details of a big fire are so numerous that for one reporter to cover the story would be a difficult task. Each of the features mentioned above, must be investigated as if they were individual stories. So, when the reporter reaches the scene of a fire and finds that it is one of great extent, he is expected to notify his office and additional reporters will be sent to aid him. This is not only true of fires, but of big accidents, and other stories of importance where there are many details to be procured. It is not uncommon that half a dozen reporters from one paper, will work on such stories at the same time, especially if the time before the paper goes to press is limited.

Fire stories serve as good illustrations of the judging of the importance of events from a newspaper's viewpoint. As generally supposed, the financial loss or loss of life in a fire are not the only elements that gauge the importance of the story. All other features must be considered. Charles Hemstreet notes the following instance:

"That death is by no means the acme of human interest in the eyes of the editors was aptly shown, a short time ago, by the accounts of two fires which occurred within a few days of each other. In one two people were burned to death, and three others so severely injured that they were removed to a hospital where they were confined for weeks. The damage amounted to $10,000.

"In the second fire not a person was injured and the damage was only $500. Still, the second fire was given twice as much space as the other.

"The fatal fire occurred in a dyeing establishment. It was started by an explosion of benzine in the basement and soon cut off the escape of twenty people who worked on the upper floors. Firemen extinguished the flames and found the dead and injured in the building. This was an ordinary story, the chief interest lying in the fact that several people were burned to death. The story was given half a column.

"The other story, which was given a column, was of a fire in an Italian tenement at 3 o'clock in the morning. The flames broke out in a room where the tenants had erected a shrine of worship. Policemen had difficulty in arousing the sleeping people and they became panic stricken. Two children failed to get out of the building by way of the stairs, and when the smoke became too dense to permit

of their leaving the room, they had to be taken to the roof by firemen by means of great hooks. When the fire was extinguished, it was found that jewelry that had been in the shrine room was missing.

"Here was a story abounding in human interest. Not only were lives endangered, but rescues were made in a novel manner."

In fire stories the police often are a great aid to reporters. In most cities police headquarters are notified of all fires and officers are sent to handle the crowds or assist in caring for bodies or injured persons in case of accidents. They keep the commanding officers of the district informed and from those at the scene of the fire the reporters may gather interesting details. In some cities there are installed in the newspaper offices signal boxes, which register every alarm and its location. This method is used as a precaution against missing or failing to get the news of a fire quickly, when a reporter is not stationed at fire headquarters constantly but, instead, makes frequent visits.

Civic Associations. Almost every city has at least one, and often three or four, organizations formed and maintained for the purpose of furthering the interests of the city, commercially and in affairs relating to municipal government. These associations are known by various names, such as City

Club, Commercial Club, Merchants' Association, etc. The headquarters or offices of the secretary or other officials are visited every day by reporters who procure important news of proposed improvements or projects tending to aid in the upbuilding of the city. He may learn, also, the first news of changes contemplated in the city's government, new ordinances that will be submitted to the city administration, plans for new parks or boulevards, factories or business interests that are to come to the city and many other facts of a similar nature. Such associations act independently of any political faith and the actions taken reflect the sentiment of the business men of the city toward civic questions. As a source of news by which these newspapers keep the public informed of the city's progress and development, these associations, then, are important. The secretary of an organization of this kind generally maintains an office at the headquarters. As a rule, he will be able to supply the facts for a story but often the reporter will find it necessary to find the president or members of various committees. The meetings of these associations also are attended by reporters.

Hospitals. Deaths, unusual cases from a medical or surgical viewpoint, news of accidents and reports of certain patients in which the public is interested,

are some of the chief elements that make up the news a reporter may expect to obtain from the hospitals. There are two classes of hospitals, public and private. The public hospitals are those maintained by the city, including the emergency hospitals, where first aid is given, and those where patients who are unable to pay for medical or surgical treatment, are received for an indefinite period. The reporter, when assigned to the hospital run, should first learn the name and location of the leading hospitals, for in a large city it may be impossible for him to visit all of them. After making the rounds of the important ones, or as many of them as possible, he must depend on the telephone in gathering news from the others.

The best source of news at a hospital is the house surgeon, or if he should be too busy, then his assistants. Cases of ordinary illness are not written unless the patient is a person of prominence. Occasionally the reporter will learn of accidents, news of which has not reached his newspaper through the medium of the police. Illness from a rare disease or a surgical operation that requires unusual skill and is rarely accomplished, furnishes material for stories. Not infrequently the reporter learns of deaths that have not been reported.

In hospitals, too, may be found much material for human interest stories. Here, naturally, pathos

is the theme, a theme that is overworked, perhaps, but still holds its interest if it is well presented. Among the children patients, especially, are many incidents of courage and suffering that are worth writing. Such stories are often obtained.

If a person of prominence is dangerously ill in a hospital, his condition is a matter of public interest and should be noted by the reporter. The same is true of those patients who have been injured in a recent accident that was given unusual publicity, in case their recovery is at all doubtful.

United States Government Offices. Grouped in one building, the federal building or postoffice as it is called in the average city, will be found the headquarters for the various government officials for that city and territory. These include the postmaster, United States marshal, United States district attorney, collector of port, customs officer, United States district clerk, United States commissioner, postoffice inspector, federal judge and federal court. All of these offices are visited once or twice a day by the reporter assigned to the run, and from the officials the news he obtains, in a general way, relates to work the government is doing in the immediate territory, news of the mail service, criminal proceedings instituted by the government, bankruptcy cases and others within federal jurisdiction,

arrests on government charges, investigations of postoffices and similar events.

Of these places the most important, probably, is the federal court. Through bankruptcy suits often comes the first news of large business failures, stories of which should include the cause, amount involved, conditions and history of the business, as well as statements from the principles in the case. In the federal courts are tried persons held on charges of violation of the federal laws and the cases often involve persons of prominence or crimes of a serious nature. The United States district attorney is the prosecuting attorney for the government, and through his office the news of crimimal proceedings or investigations often may be learned in advance, but seldom is anything written about them until arrests are made or the case is in the hands of the court. At regular intervals federal grand juries are drawn and persons indicted for various crimes or offenses. The details of all such proceedings must be learned by the reporter who sifts out the important from the unimportant, or those worthy of a news story. Petitions in the civil suits are on file in the office of the clerk of the court, and from these the reporter gets facts for news stories.

Often the suits brought are merely formal proceedings of no general interest and nothing is written about them. Others are worthy of only brief stories,

for which the petitions and other documents filed furnish enough facts; and still others are of such importance that it will be necessary for the reporter to see the principals or their attorneys in order to gather more details. When the federal court is in session and the case on trial is one that is important because of its news value, the reporter should be in the court room continuously, watching for the details and testimony that is of general interest to the public in connection with the case.

From the United States marshal or his deputies the reporter gets the news of all arrests for violations of the federal laws made in the district. Those arrests may not be made in the city, but any place in the marshal's territory. The marshal is notified as soon as the arrest is made, although it may be in a town twenty miles away, and he is sufficiently familiar with the facts in the case to furnish information. Arraignments of prisoners held on federal charges, in many instances, are before the United States commissioner, who conducts preliminary inquiries, releasing the prisoners on bond or holding them for trial. Here, as in the justice's courts, much material for stories, or additional facts in cases already noted, may be found by reporters.

The kind of news supplied by the postmaster will vary little, perhaps. He may tell of changes or improvements in the mail service or of new regulations

made at the national capitol, etc. Any happenings or incidents in the work of the mail system of which he is at the head are reported to him by those in charge of the various departments and often stories of interest along these lines may be obtained from him. The postmaster, also, keeps in touch with the growth and development of the city. Stories from his records, compiled by the heads of the various departments under him, are available, especially when they tend to show rapid or steady growth in population of the city and receipts of his office.

The tracing of mail robberies, the inspection of postoffices, and the investigation of irregularities in the service are a few of the chief duties of the postoffice inspectors. Their work is really that of secret service men and seldom do they make public the work they are carrying on, unless it has resulted in arrest or in formal charges being preferred. In cases of arrests or irregularities that have been brought to light, however, they can give reporters desired information. The news to be obtained from the customs officer and the collector of port pertains chiefly to their work in connection with imports and the collection of duties. The frequency and importance of the stories depend on the location of the city.

The foregoing list of government officials may be found in nearly every city and in addition there may

be the offices of government engineers, steamship inspectors, and others who can furnish news. The United States sub-treasuries, also, are sources of news in those cities where they are located.

Theaters. The task of gathering news of actors and plays may not fall to the reporter, for the methods of newspapers differ in the work of getting this class of news. On some newspapers all criticisms and news are handled by a special department. On other papers, however, only the criticisms are written by a special writer, the theatrical critic, and the news is obtained by the reporter. The theaters, in such a case, constitute a run and the reporter visits the leading playhouses each night of the theatrical season. He becomes acquainted with the theater managers who, as a class, are not only willing, but eager to give him stories or aid him in getting them, because of the advertising advantages of publicity. In fact, the manager employs a publicity man (the press agent) for just such purposes. Much has been written, humorously or otherwise, as to the laxity of these press agents in the matters of truth, but without attempting here to judge this question, the facts remains—the better class of newspapers depend on their own reporters or writers for theatrical news. The reporter receives valuable aid and suggestions from the press agents, but the stories are

written and turned over to the city editor by him only after a personal investigation of the facts. Though this be true, the press agent is invaluable to the institution or person whom he represents. Having training in newspaper work, his suggestions for stories are often worth while and at least investigated, while his duties in what is properly the advertising field are many.

News or feature stories, the reporter should know, are not to be obtained from the front of the theater. He has not been assigned to the theaters to write about the performance. The theater manager or the managers of the company may know of something worth while writing about or suggest some news that may be obtained from some of the actors. The reporter will be able to see these actors off the stage and talk with them. Hence his work in gathering news becomes similar to that of the hotel reporter. A noted actor, if he has not already been interviewed at the hotel, or by a reporter especially assigned to see him, generally can give a story. He may tell of plays or roles in which he is interested, his plans for the coming season or other things. It is by mingling and talking with actors that the reporter picks up the little incidents of life on the stage, experiences that are humorous or pathetic, or news stories. Stories of theatrical folk, if they are of good quality and well written, especially about

players who are widely known, are read extensively, editors have learned. Those who have seen the actors on the stage like to know something of them off the stage. News stories, naturally, should be the reporter's chief aim, but if they are not available, then those stories that afford a glimpse of their life and work. In this sense actors, those who are known to the public, at least, bear the same relation to the reporter as does the man in public life.

And, finally, the reporter whose duty it is to gather these stories of plays and actors will find that he has not an easy task, for his human interest stories must be exceptionally good if they are accepted. The newspapers generally have printed so many stories of this sort that the tendency of readers of the present day is to say: "That's only a press agent story," meaning a story invented or written for the purpose of keeping the actor before the public. To have his story accepted then, the reporter must procure incidents in which the news or human interest overshadows completely any element of advertising, and by use of details guard against this tendency of the public to consider them unauthentic.

County Officials—Courts. Every day, with the exception of holidays, the county court house, in which are the courts generally and the offices of the

various county officials, is a source of much news. A reporter for each paper is on duty in the building continuously and in some cases more than one. To successfully gather the news on the courthouse run, it is necessary that the reporter know what officials and courts he will find and something about their duties. A list of the officials and courts follows:

Clerk of the county court, clerk of the circuit or district court, recorder of deeds, sheriff, coroner, assessor, public administrator, surveyor, engineer, treasurer, school commissioner and prosecuting attorney.

County court, probate court and the various divisions of the circuit or district court.

While a large per cent of the news probably will come from the courts, the reporter must make regular visits to the headquarters of the county officials. From the clerk of the county court may be obtained all proceedings of the county court, many of which are of a routine sort, while others may be worth a story. News of school funds, collection of revenue, and stories pertaining to elections, may also be gathered in his office. With the clerk of the circuit court or district court are filed all the petitions in the suits brought before that court. Each of these petitions must be read carefully by the reporter. In these courts are brought many suits of importance from a news value—proceedings in-

volving large sums of money; damage suits; suits to break wills; litigation over large estates and other cases. The first news of such suits comes to the reporter when the petitions are filed. As was noted in the case of the federal courts, the petitions may furnish enough facts for a story or the reporter may find the litigaton to be of such importance that it will be necessary to gather other details from the attorneys or principals. In any event, the reporter should scan every petition filed, keeping in mind the prominence of the litigants, or the amount involved, and watching for the unusual features. From other work of the clerk of the circuit court, such as the execution of judgments, stories may develop.

Stories of transfers of property, in cases where the amount of money involved is large, comes from the office of the recorder of deeds. For the reporter, too it is of interest to know, perhaps, that the recorder also issues and records all marriage licenses.

The sheriff can give news of arrests in the county. The news from the offices of the treasurer, collector and assessor relate principally to matters of taxation and revenue. The county surveyor and county engineer furnish news of improvements and road-building, and the news of the county schools comes from the county school commissioner. Matters relating to the disposition of estates, where no executors have been named, sometimes furnish material for news

that may be obtained from the public administrator.

In counties where a large city is located, there may be several divisions of the circuit or district court and cases may be on trial in each at the same time. Mention has already been made of the nature of these cases. Where the case is of general public interest, it is essential that the reporter be present to hear at least a part of the testimony given. It is not enough, if it is a law suit that has attracted wide attention, that he write merely the facts that the case is on trial or give the verdict. His story should include the testimony that is of interest, incidents that may arise among the lawyers or witnesses, new motions filed, or other events of the trial. If several important trials are in progress at one time, he should notify the city editor and he will be supplied with help. Trials of minor suits, those of a routine sort with no special feature often are not worth news stories. The verdict and details of others may be obtained from the attorneys or judge, so that it will not be necessary for the reporter to remain in the court room and hear the testimony.

The county court is the governing body for the county. It is not a judicial body and before it few cases are tried, but it gives public hearings to persons who have grievances against the county. From the members of this court, or the record of proceed-

ings in the clerk's office, comes the news relating to the affairs of the county government.

Disputes over wills and estates come within the province of the probate court. Many stories of the unusual bequests and provisions are procured from the wills filed in the probate court, Also the reporter learns of the value of estates left by widely known persons. Appointments of guardians and the adjudging of persons insane, in some instances, afford material in the probate court for stories.

In considering the courthouse as a source of news, the reporter must not have the false idea that the news he will gather has no relation to affairs of the city. Although the courts are state courts and the officials are employed by the county, they have to do chiefly with the people of the city and the news then is of general interest. It is "local news." The names of the state courts may vary, depending on the state in which the city is located, but in every city the same class of courts or courts with the same jurisdiction will be found. In addition to these mentioned, there may be in the city a court of appeals or the supreme court of the state. These are watched closely by the newspapers for opinions rendered in cases of wide interest.

Criminal Court—Jail—Prosecuting Attorney. The work of gathering news of crime is not confined wholly to the police reporters. While the police may make a large proportion of the arrests, many of them are the results of charges filed by the prosecuting, circuit or district attorney. Arrests also, may be made by special officers or detectives who work under the direction of the prosecuting attorney. The office of the prosecuting attorney, with the assistants and special officers, is, in reality, a separate police department. The news to be obtained is often of importance, including chiefly arrests or indictments for murders, assaults, or any crime in violation of the state laws; search for persons accused of crime; investigations of reported crimes; gathering of evidence in criminal cases and news of similar nature. The trials of all such cases are in the criminal court with the prosecuting attorney, or his assistants, acting as attorney for the state. In gathering the news from this court the reporter will find it necessary to follow the same general method mentioned in connection with the civil courts—he must be familiar with the case on trial and give the evidence and incidents of the priceedings in proportion to its importance or the interest the case may have aroused. In addition to these trials, the reporter will find stories of the

arraignment of prisoners, release of prisoners on bond, and other proceedings.

In some cities, in connection with the criminal court, a juvenile court is maintained for the trial of minors.

In the county jail are lodged the prisoners held on state charges and the incidents of prison life not infrequently furnish material for stories. Especially is this true of prisoners who are widely known or those held in connection with cases of importance. The county marshal or the county sheriff may take prisoners to the jail and the first news of such arrests is obtained from the officer in charge of the prison.

Industrial Headquarters. In recent years the organization of the laboring people has been perfected to such an extent that the headquarters of the various unions or labor organizations has become a source of news in a limited way for newspapers. News of strikes possibly will be most important material for stories that the reporter will find. Action declaring strikes and looking toward their final settlement is generally taken by the high officers of the labor council and such news is to be obtained from the industrial headquarters. While many meetings are held and action is taken on various subjects, they deal chiefly with unimportant affairs regarding the individual organizations, and only

those that have to do with a labor or political movement or concerns the affairs of the city at large are recorded.

City Hall. In a general way, all news gathered at the city hall has to do with the government of the city. Here, as at the courthouse, one or more reporters are on duty continuously for each paper. A list of the more important officials who may have headquarters in the building follows:

Mayor, assessor, collector, treasurer, clerk, attorney, engineer, street commissioner, health officer, park commissioner or members of the park board, comptroller, counselor, public utilities commissioner, board of public works, and building superintendent.

The duties of the mayor of a city are generally known. Since, as executive head of the city, he is in touch with all affairs pertaining to its government, it is natural that many important stories are furnished the reporter by him. The mayor may be expected to make public the attitude of the administration on matters relating to the enforcement of the city's laws, franchises, etc., and the reporter should consider him as the proper source of information for all important affairs affecting the city government. The reporter should know what important problems the mayor is considering and watch for the news of the final settlement of such problems. As a rule,

the mayor is seen personally as often as is possible and his office is visited frequently during the day for information that may be supplied by his secretary or others.

As in the case of the county officials, the assessor, treasurer and collector are concerned chiefly with the finances of the city.

The city attorney bears the same relation to the city in the matter of prosecutions for criminal offenses as the prosecuting attorney does in the state cases. News of investigations and arrests for such offenses against the ordinances of the city may be obtained from him.

General news as to the progress and development of the city along physical lines, as well as plans for new improvements, may be obtained from the city engineer, building superintendent, street commissioner and park commissioner. News relating to the regulation of public utilities will come from the members of the public utilities commission, where the city has such a commission.

New ordinances to come up for consideration, are often drawn by the counselor, or at least he passes on their legality, hence he is able to furnish news of proposed measures in advance of their consideration. The enforcement of health measures is left to the health officer, who has power to order arrests in many cases.

The board of public works has charge of the water, lighting or other plants owned by the city. The apportionment of the city's funds and other work of a similar nature is done by the comptroller. While these are the more important of the officials to be found in the city hall, there may be others, such as city chemist, license inspector, or food inspector. The offices created in the various cities differ only slightly, however. All are visited regularly by the city hall reporter in his search for news.

The legislative bodies of cities are known by various names, such as board of alderman, municipal assembly, house of delegates, house of the common council, etc. The meetings generally are held at night and it quite often falls to the lot of the city hall reporter to attend them, because of his general knowledge of conditions and affairs pertaining to the city government. He will be furnished help by the city editor whenever necessary, for in some instances there are two organizations, say, an upper and lower house, and the meetings of each are held at the same time. In these sessions much routine business, that it will not be necesary for the reporter to note, is transacted. For instance, the fact that the council orders a sidewalk built in front of a certain man's property is of interest to only half a dozen persons, perhaps, and not worthy of a story for the large city daily. In the small town, as al-

ready noted, it might be news. Such proceedings of the council, in which many citizens, or the city as a whole, are interested, furnish material for stories. Where the city hall reporter is busy gathering news from the various departments during the day, he should keep the city editor informed of all special meetings, or meetings of boards and committees, where news of importance is likely to develop. Such meetings then will be attended by reporters sent from the office.

To successfully cover the city hall run, it will be seen, that a reporter should have a general knowledge, at least, of municipal government; that he should know the conditions and problems that confront the city; that he should be able to judge the importance of franchises and other measures in their relation to the city's welfare, and that he should know every official who has any duty of importance in the transaction of the city's business.

Union Station. In the work of gathering news at a union railway station, especially the problem of interviewing noted persons who are in the city only for a few minutes or "between trains," there enters an element of chance. But the reporter on a run of this kind even does not work aimlessly, wandering through the crowd and the rush of travelers, depending entirely on his ability to recognize such

persons. From the first day that the run has been assigned to him, he should, along with his daily task of gathering news, begin to make friends with those employed at the station. He should know the ticket sellers, ushers, gatemen, members of the train crew, those at the information bureau, and all railway officials at the station. It is not often that a man who is widely known will be in the union station long without some of these employes learning it. By coming in contact with the travelers constantly, they also pick up much information that is available for stories, or can point out to the reporters persons who may have information worth getting. Police officers are on duty at the station and to them the travelers often confide their trouble which may develop news. So, it is clear that on this run, as on all others, there is a method of working.

The reporter should remember, too, that in addition to the news stories there are the little incidents, the things of human interest, that are always to be gathered where there is a crowd, especially a crowd of hurrying travelers.

News of wrecks near the city or in the railroad yards, often is first learned at the union station from trainmen or the office of the superintendents. Investigation of trains marked "delayed" also may develop news of accidents. While private cars in the present day are common, an investigation of the

arrival of one at the station may result in learning of the presence of railway officials or persons of prominence, who can give stories. The matron at the station may furnish news and should be included among those the reporter visits on his regular rounds.

As was mentioned in discussing the hotel run, few personals are printed by the metropolitan papers, so the arrival or departure of the ordinary traveler is not regarded as a news story, except for country newspapers.

Other Sources. Those places which have been considered separately are the ones watched closely by the newspapers in cities of average size and reporters are on duty continuously; or they are assigned to visit them once a day or at intervals during the day. It should be repeated, however, that the list may differ in the various cities and that the names of courts, for instance, or the titles of the officials given will not be the same. It may be, too, that in a few cities other places are watched just as closely and are equally important. As an example, in a seaport ship news is gathered and the arrival and departure of vessels are reported, with stories concerning passengers and voyages. In other cities there may be additional offices of the state or national government.

Besides those runs, however, there are other places on which the newspapers depend for news, but they may not be visited by reporters every day. As an example, the charity organizations, with their outings for children in the summer and their care of destitute families in winter, may furnish news. At intervals also the offices of the leading architects and real estate dealers will be visited by the reporter in search of news of new buildings or real estate transactions. Bankers and railway magnates often receive calls from reporters who are seeking financial news or news of the railroads. Political headquarters are watched during political campaigns and the offices of the street railway company is often considered a source of news. The latter, on some newspapers, is included in the regular runs and reporters visit the general headquarters every day in search of news relating to changes or improvements in service, accidents, and other events. When election time is near, the office of the election board may be put on the regular assignment list, and on Sundays the churches aid in furnishing news. From these lists of places watched by newspapers then, and the nature of the stories gathered, the beginner will be able to derive some knowledge of the work of the reporter relative to the gathering of news which comes through regular channels.

IV. ASSIGNMENTS.

The work of gathering news is by no means confined wholly to a search for stories on the runs—those places where news is expected to develop. A paper may reasonably expect to obtain the general trend of news from such sources, but the search does not end there. To the city editor, through various ways, come hints or suggestions for stories; information of affairs that can not be learned through regular channels; advance news of meetings, conventions, or other events, and word of fires, accidents and similar happenings which should be covered quickly and independently of the reporter on any run, in case such events arise on a run. There may be certain persons from whom the city editor desires interviews concerning a particular subject; stories already published which he desires to investigate more thoroughly, or special stories about conditions, persons or events. The work of procuring and writing such news is left chiefly to the reporters who are not stationed on a run, and who work on what is commonly called special assignments, although a reporter on a run may have to cover a limited number of such assignments. In those cities where the news from the runs are furnished by press associations, all work of the

reporters, then, comes under the head of special assignments.

In the majority of cases the beginner in news-gathering, perhaps, will be given a run, but it scarcely can be said that assignment work is more important, that is, judging from the importance of the news to be obtained. When a reporter starts out on a run, he knows the exact locations of the places he will visit, the person from whom he will gather facts, but only in a general way does he know of what news he will find. In fact, he seldom knows of a specific story. His information is confined merely to the nature of the news he may be expected to get. The reporter who is assigned to get a particular piece of news, will be told, in most instances, where he may find the story and enough details to enable him to know specifically what the story is. Thus the chief quality each must have is apparent. Summing it up, generally and without taking into consideration the exceptions, the reporter on a run is successful when, in addition to all other qualifications, he has the ability to ferret out news of which he has no previous knowledge, but under conditions familiar to him. The success of the special assignment reporter will depend much on his *ability to meet any and all conditions*. But he will be aided by the fact that he has certain knowledge of the story to be obtained, or something tangible to work on. It

should be the aim of those who enter the field of reporting to develop the qualifications which will fit them for either a run or a special assignment. The good reporter, the one who has made a success of his profession, is the one on whom the city editor can depend to cover any assignment, whether a run or a special story. Unfortunately in many offices not all have developed the necessary qualifications and the two classes of reporters have developed. Such a division of the work of reporting is not due to the importance of the news to be obtained, but is more the result of ability displayed by the reporters. The city editor of a metropolitan paper a few years ago had this experience which shows how certain qualities are developed and others neglected.

An Englishman who had been employed by an American paper about a week was told to interview the president of a railroad who was at the union station in his private car. After the reporter had been away from the office about an hour, he reported to the city editor that he had been unable to find the car which had been placed on some side track in the railway yards. The city editor had no other reporter to send at that time. He told the Englishman to keep on searching. When, half an hour later, the reporter telephoned again that he had not succeeded, the city editor still had no other reporter available, so he arranged by telephone for an official

of the railroad to meet the reporter, take him to the car and introduce him to the railway president. The reporter returned to the office with an interview on a subject which the railway magnate had heretofore persistently refused to discuss. The reporter had succeeded in getting a particular story or interview on which many others had failed. His interview was timely, it was handled in such a way that showed he had become thoroughly conversant with the subject and had judged the importance of the facts in their relation to news, and the story, too, was well written.

Here was a reporter who had not the qualities that fitted him for every phase of his work of gathering news. In this one particular instance, he showed that he did not have the ability to meet conditions. On the paper by which he was employed he was not used again to cover special assignments. He was assigned to a run and, from the beginning, was successful in getting news on that run.

The information on which the city editor bases an assignment may be inaccurate or it may be only a rumor which will prove groundless. So the reporter who is doing assignment work will not always find the conditions and facts to be what the city editor has been led to believe they are. But the reporter should not stop his investigation when he finds this to be the case. A little probing may develop that,

while the city editor's facts are wrong, there is a story, although it may be of an entirely different nature and not as important. In other words, when a reporter receives an assignment, he should never return without the story, until by a thorough investigation he has satisfied himself that the city editor's information was not authentic. Too often, beginners have a tendency to consider that they have done something that reflects to their credit, if they learn that the city editor's information is wrong, and, in rather a boastful manner, announce on their return that there was no story. It should be remembered that the city editor takes no pride in the mere fact that such information is accurate. His sole interest is in getting a story and a good story, if possible. He overlooks no possible chances, even to the extent of investigating rumors. On the special assignment reporter falls the duty of investigating such rumors or information. If the assignment fails to develop news, the reporter who has the interest of his paper at heart and is in the spirit of his work, will feel the disappointment of such a failure as keenly as the city editor does. The following incident serves to illustrate the necessity of making a thorough investigation when a reporter is working on a special assignment:

Through the same source (a physician telephoned the information) the city editors of rival afternoon

newspapers learned that two children of a family in a certain block were dangerously ill after drinking impure milk. The informant would not give his name. He had learned of the case from another physician, he said, and did not know the name of the family. Neither would he give the name of the other physician, but he supplied the address of the family, or, at least, what he believed to be the address. The city editor of each paper sent a reporter to the address given. No children lived in the house and the woman whose house it was, told the reporters she had not heard of such a case as they mentioned. After inquiring at one or two houses adjoining, one of the reporters returned to his office, reported that he had made an investigation and that no children were ill in that neighborhood. The other reporter continued his investigation—depending much on an element of chance. By extending his search to the houses across the street he found the story. One of the children had died and the condition of the other was critical. But, through the inability of a reporter to meet conditions, the readers of only one of the papers learned the news that day—news that developed into much greater importance because of the subsequent investigation of the city's milk supply.

The problem then of coping with conditions or overcoming obstacles, is an important one in con-

nection with the work of a reporter. Such conditions and obstacles will be found often, too, by the reporter who is covering a run. But each day he gathers news from the same persons. He has learned how to approach them, knows how much they can be relied upon and whether or not they have any conception of what is important for the reporter to know. These persons, in turn, because of the fact that in their positions they come in daily contact with the reporters, often become adept in the gathering of news, noting those facts which they realize the newspapers will want. Thus, it will be seen, such a condition materially aids a reporter on a run. On the other hand, the reporter on special assignments gathers his news often from persons who know nothing of newspaper work. They have no ability to judge the importance of facts in relation to news and the task of procuring the essential details is left wholly to the reporter. More often, too, he meets those persons who "refuse to talk for publication" or to give out information. Here is a condition that must be met. The reporter must devise some means either to persuade the person to talk or find some other source for his information. How will he do it? In a general way he will accomplish it by exercising his mental faculties and by the use of sound judgment, but it is clear that the solution of each problem must depend on the condi-

tions of the individual case. A subsequent chapter will deal with some of the qualifications that every reporter should have and the exercise of such qualifications should aid materially in the solution of the various problems. The reporter, especially the assignment reporter, while his work is directed by the city editor, performs his work independently and chiefly by his own methods, so long as his methods are within the bounds of honesty and respectability. Just as the city editor's information on which he bases a story may be inaccurate, so also it is often meager or general. Hence he cannot be expected to know the conditions in each individual case and to tell the reporter specifically what facts to get or how to get them. John L. Given, in discussing the beginner and his first assignment, says:

"Most beginners in journalism get a shock when they receive their first assignment. * * * The initiation of a reporter is very matter of fact. * * * 'Well, Mr. Blank,' says the city editor, 'a woman has tried to kill herself at Avenue A and Houston street. Kindly look into the matter.' * * * He has not been told just what he is expected to get or how he is expected to prosecute his search. There are two principal reasons why the novice is from the beginning allowed to plan as well as fight his battles. First, the city editor cannot take the time necessary to advise him, and second, the detailed planning

must be done on the scene of action or at least after the news seeker has ascertained what confronts him. Giving a reporter an assignment such as has just been described, the city editor, however much he wished to help, could do little more than say to him: 'When in doubt, ask a policeman.' "

Another problem, in reality one of the conditions that often confront the reporter on special assignments, is that of getting the information to the office after he has once procured his story His work may call him to remote parts of the city and his time may be limited. The necessity of getting his information to the office in time is as great as getting the story itself, for how can a story known to only the reporter benefit his paper? In such cases, he must not forget the telephone, or any other means of communication at hand.

Unlike that of the reporter on a run, the work on special assignments includes the gathering of news of all classes. In a single day the reporter may obtain stories of accidents, political news, interviews, news of an elopement, church conventions and varied other things. A broad education, careful reading of newspapers and a familiarity with the affairs of the city in which he is working, it is apparent, are some of the things that will aid him.

The information and suggestions for assignments which come to the city editor are derived from many

sources. They will be taken up here, that the beginner may get an idea of where news, other than that gathered through the regular channels, is obtained. First of all, there is kept by the city editor or his assistants an assignment book, in which the date, hour and place of meetings or any other event of importance known in advance, is recorded. By referring to the assignment book each day, a list of the events—where there is any chance of a story developing—scheduled for the current day is obtained. Most of these are procured from announcements or stories already published and others are furnished by the reporters who learn the date set for trials, court decisions, announcement of appointments, public exercises, etc. In this way the city editor knows days and even weeks beforehand of stories that are to come on certain days. Telegraph news, also, may tell of the arrival of noted visitors or happenings elsewhere to persons who live in the city. But the assignment book does not help him in gathering the news of which he has no advance knowledge. Every newspaper, however, has many friends, often called "volunteer reporters," who constantly call the office to tell of news stories of every kind. Those who call up in this way are not the same persons always, but those who belong to a class which, for some reason takes a peculiar interest in newspapers and are diligent readers of newspapers.

Others may call up for information about stories and thus the city editor hears for the first time of news. Again, there are those who call up or visit the office to tell of news in which they have a personal interest in having the paper publish. Still others have information that they desire to sell, and some suggest a piece of news, of which the newspaper had not heard, by calling to see if they can keep it out of the paper. In addition to all these, the city editor and all the reporters have their personal friends who volunteer information. Assignments are given also to procure late developments of all stories of importance, printed in the previous editions. Such stories are read carefully by the city editor or assistants for suggestions for news from other sources. Investigation and gathering of details is necessary, in most instances, before the story is ready for the paper. While there are specific instances of many other ways in which news reaches a newspaper, in addition to the regular channels, the foregoing are the usual agencies.

V. THE REPORTER.

In journalism, as in any other profession, natural ability or aptitude for the work has an important part. But no matter what temperament the reporter has at the start, he cannot hope for success without developing by constant training and application certain abilities, or learning to utilize to good advantage such natural abilities as he may have; without a knowledge of some of the general methods used in news-gathering; or, without acquiring what may be called the technique. In discussing the sources of news, attention was called in a general way to some of the means employed and qualities that must be exercised by the reporter in searching for and procuring news. A few of these at least, as well as additional things the beginner should know, are so essential that they may well be considered in detail. It should be understood, however, that there are no set rules, no specific procedure which will apply to any newspaper assignment. It cannot be said that the reporter shall follow any formula in the performance of a given task. As has already been mentioned, conditions that confront the reporter are seldom, if ever, the same and such conditions must be met by him alone in each individual case. But his work does not vary to such a degree

that it is impossible to point out certain methods to be followed or qualifications to be exercised. They are of such importance that editors find it necessary to conduct a school of instruction along such lines daily, to beginners especially, and to older reporters whose work, through a lack of application, is often unsatisfactory. Such methods, too, apply to any class of work in news-gathering, whether the reporter is covering a run or is working on general assignment.

Ability to Ask Questions. Failure to procure news satisfactorily, in a great majority of cases, may be attributed to the reporter's inability to ask questions intelligently or neglect to ask enough questions. If the city editor were to take time to give instructions to a reporter every time he gives out an assignment, he might do no more than say: "Ask questions." If he were sure he had impressed that on the reporter, he might feel reasonably certain that he could depend on getting the story. Questioning is one of man's greatest resources for gaining knowledge and likewise it is one of the reporter's greatest resources for obtaining news. By asking questions he will find persons or places that he is searching for and by the same method he will draw from these persons the details of importance for his story. It is not an uncommon

occurrence that a reporter who has been sent out to procure the facts for a story from a certain person returns without a complete story. "What about this?" the city editor may ask, referring to a certain phase of the story. "He didn't tell me," is the reporter's reply. "Did you ask?" "No." In every newspaper office that conversation, or one similar to it, occurs many times, especially when the reporter is a beginner.

In some instances this failure to ask questions is the result of a certain hesitancy on the part of the reporter. The beginner, especially, feels that he may be prying into private or personal affairs and that the man whom he is questioning will resent his queries. For the benefit of such reporters, it may be said that information of interest to the public is distinct from affairs that are purely personal, although the opinions of the reporter, or his newspaper, and the persons concerned often differ. The questioning must not be done aimlessly or at random, but with a definite purpose. And this purpose, always, is that of obtaining those details essential to news in which there is a general interest. The public recognizes the newspaper as an institution in which it has an interest and only in those cases where an attempt is made to conceal news is the visit of a reporter treated as an intrusion. But even under those conditions, the reporter should

feel no hesitancy in asking questions, for if the information he desires is of public interest, he knows he is clearly within his rights. Those who try to conceal news, in most cases, are aware the reporter is not transgressing, but their motive in covering up news is due to a desire to avoid publicity. If the reporter represents a reputable newspaper, the man who has information to give should know, too, that matters pertaining purely to his private life or business will not be printed, especially if it would in any way harm him, and he requests that nothing be written. Reporting is now a part of a recognized profession and there should be no hesitancy on the part of any beginner to ask questions, as long as his manner is in keeping with his profession and the questioning itself is done intelligently.

One question unasked by a reporter who is procuring material for a story often results in failure to obtain the inportant feature of the story. Reporters cannot expect those from whom they obtain information to give off-hand a piece of news with every important detail. The average person does not consider his information from the same viewpoint as a newspaper. Hence he may leave untold the important things and sometimes only artful questions will bring them out. To do this, the reporter should not confuse the informant with a jumble of questions about senseless things, things that are

trivial. From what he has already learned he derives suggestions—his mind should be alert for suggestions—which lead to information in various channels. The reporter's questioning must not be considered in the light of a cross-examination, or his attitude any other than that of one searching for unbiased information, but an analysis of the method used in asking questions intelligently, will show that it is not unlike that of an attorney. Not always does the first question, or the first few questions, develop the important feature of the story, but often it is the last question. On a reporter's ability to ask questions depends the task of getting "below the surface," or obtaining those facts that are not apparent. Just as questions are necessary in the gathering of information, so they are essential in finding persons who have information or places where news is to be obtained. Some editors have been so bold to say that they considered the ability to ask questions the chief factor in the success or failure of a reporter.

Observation. One of the means the reporter has for gathering the news that does not come through regular channels or by an assignment is through observation. Always he should be watchful for the unusual incidents or happenings where stories are likely to develop. The reporter who uses his eyes to

advantage does more than merely notice things. He goes "beneath the surface." Where the ordinary person smiles, wonders or shows only a passing interest in the unusual things that meet his eyes, the reporter stops, or should at least, and investigates. Always there is the chance that he will find news or something of human interest. Personal curiosity, if he has trained his power of observation as a means of obtaining stories, rarely enters into the matter of investigating those things that he sees. Instead he has in mind his newspaper and his position. The all-absorbing question to him is: "Will I find a story?" This carries him on and arouses a greater motive for investigation than curiosity, if he has the enthusiasm for his profession that every reporter should have. Beginners complain that they see few things worth writing. They see them, perhaps, but not from the viewpoint of a reporter. Observation aids in obtaining stories only when the reporter notes with a purpose the unusual things he sees. That purpose will not be manifest unless he learns to keep his newspaper first in mind. Should he forget that, then his observation of things becomes that of the ordinary person who has only a casual interest.

Close observation will prove a valuable aid to the reporter in another way. All news stories, it must be remembered, are not obtained from interviews with

persons who have information about this or that event. Reporters are assigned to places to see or hear what happens. On his eyes or his power of observation then will depend his description. The more things he sees the more information he will have for his story. But more important still, his observation must be comprehensive, sifting the interesting from the uninteresting, noting cause and effect and other things. Some may say that the power of observation depends on natural ability. Even if such be the case, constant application in learning to see things from the viewpoint of news will greatly increase whatever aptitude the reporter has at the beginning. As a factor both in procuring and writing stories it is essential that the reporter trains himself along these lines.

Accuracy. Better no story at all than a story that is wrong—that is a policy adhered to by the editors of many newspapers. The aim of the first class newspapers is not merely to furnish all the news, but to furnish it accurately. The extent to which the newspaper succeeds in accomplishing this aim, depends chiefly on the reporter and, it may be added, the reporter's own success depends on his carefulness. Carelessness in newsgathering is not tolerated. Because of the lack of time, no newspaper can reasonably expect to keep its pages entirely

free from errors, but equal to the struggle for news, there is a struggle to rid the news columns of inaccuracies and reduce the number to a minimum. Since the reporter is the one who gathers the facts, makes the investigations and writes the stories, it is clear that the responsibility for the correctness of such stories rests upon him. The reporter must keep in mind this responsibility and perform his work with exceptional carefulness. The spirit of fairness will cause the newspaper to print corrections or retractions where the error is of any importance, but it dislikes to do it, for every retraction printed is, in reality, the admission of a failure. In the newspaper office it is considered the failure of some individual, sometimes an editor, but more often a reporter. Errors in facts cost the newspaper prestige and friends, and the immediate result may be a libel suit.

Excuses, the reporter should remember, are few. In not a few instances are the errors due to carelessness. The reporter should never turn a story over to an editor until he feels absolutely sure his information is correct. If, from lack of time or because of conditions, he has been unable to verify any points about which he is doubtful, he should at least call the editor's attention to the fact or consult with him about the story. The city editor may find a means of verifying the information or judge whether

or not the story is to be printed. If the story is an important one and includes charges or facts which reflect on the character of any person, the city editor will inquire into the source and determine the reliability of the facts, after questioning the reporter. Ordinarily he will depend on the reporter. So the reporter must learn to judge persons from whom he gets news; weigh the conditions and, where there is a shadow of doubt, investigate until he is thoroughly satisfied. Untruths are often told to reporters as facts. Alertness of mind, however, may detect a motive or an inconsistency in the information and an investigation will reveal such untruths. But especially are the inaccuracies relating to details disapproved by the city editor. Errors in names, initials, titles, dates, time, location, and many similar things can be easily avoided and are considered inexcusable. The work of the reporter who makes such mistakes, which are due generally to undue haste, failure to ask questions or carelessness in writing, is considered slovenly. The reporter, himself, in such cases, is not to be depended on. Ability to do accurate work is absolutely essential.

Reliability. In the work of reporting there can be no shirking of duty. To meet with success in his profession, the reporter must show that he can be relied upon to perform his work, at least to the best

of his ability. While it is true that the organization of a news-gathering force is such that a reporter may drop out without any noticeable difference in the issuance of the paper, it is not true that his work is unimportant or is considered so by anyone connected with a newspaper. Once he receives an assignment to get a story, the city editor relies upon him and he becomes responsible to the paper for that particular piece of news. Sometimes beginners fail to realize the importance of their position. They work on the theory that if they fail to get a story their paper will get it anyway. Persons of this class who enter the field of journalism, invariably fail and soon drop out. The city editor learns that he cannot rely upon him to obtain a story or even try.

The reliable reporter, it might be said, is the one who can be depended upon to cover any assignment satisfactorily. It is not intended to use the term in that sense here, but to consider reliability as a separate qualification, displayed by the reporter chiefly in his willingness to work and his faithfulness in performing his duties. Under this head should be considered two things especially: punctuality and necessity of keeping the city editor informed on the progress of work, if the assignment is an important one. When the general plan of gathering the news each day is outlined, every reporter on the staff is taken into consideration. The city editor

must have men who can be relied upon, either to be punctual, or if circumstances prevent them from being on time, to send word to him as soon as possible. The same holds true when the reporter is unable to report for duty at all that day. To those unfamiliar with the work of news-gathering, such matters may seem trivial. But in reporting it becomes a matter of importance and the beginner, sooner or later, must learn that such a course is demanded of him. Should the city editor know beforehand, the gap made by the absence of a reporter can be filled. If he does not know, then it results in delay, worry, re-arrangement of plans, and often failure to get certain news.

Equally essential is the necessity of "keeping in touch with the office" while the reporter is away an unusually long time; while he is working on an assignment of importance or when he has accidentally uncovered news of importance. It is not sufficient in such cases that the reporter wait until he returns to the office, to acquaint the city editor with what news he has found, should it be at all important. The city editor does not care to know the little things, but he must know what news he can expect so that he can plan how it is to be handled or direct in a general way the work of gathering it. Because of this, in many offices there is a standing rule "telephone the office when you find a story of importance."

If, for instance, a reporter should happen to be at the scene of an accident of any consequence, he should notify his office as soon as possible. Otherwise, the city editor may hear of the accident in some way and, not knowing the reporter is already at work on it, send other reporters when not necessary. Where stories cannot be obtained immediately or the reporter meets with obstacles that he cannot overcome, the city editor should be informed. He may be able to advise or he may send other reporters to aid and, above all, after learning conditions, he knows whether or not he can rely on getting that particular piece of news. What few methods there are in news-gathering, the city editor relies on the reporter to know them and follow them whenever possible. Those who do not are not only considered careless and unreliable but often unqualified for the work.

Value of Friends. An asset of the reporter that is invaluable is an ability to make friends. The reporter who works mechanically, gathering the news that he is assigned to get and rarely obtaining stories on his own initiative, is not progressing. He is not doing justice to his paper or to his profession. Editors, it should be understood, estimate the reporter not alone on his ability to perform given tasks, but include also his ability to procure stories voluntarily. Every day the reporter may be given

assignments, a special story, or stories, to get, but it is not to be supposed that he never hears or sees anything of his own accord that will make a news story. He does naturally, and the number of such stories, as well as their importance, does not depend on luck or chance alone. On the other hand, they depend chiefly on the number of friends the reporter has. These friends of the reporters, editors or any other person connected with the paper, constitute one of the great sources of news for that paper. They really become "volunteer reporters" because of their friendship for some one connected with the paper and when they learn of something they believe the newspaper would like to know, they often call up over the telephone. Such stories as may develop from the information gained in this way are most likely to be stories that do not come through the regular channels. They belong to the class of news that newspapers have to struggle for. The wider the circle of friends a reporter has, the more often he will see them and enhance his opportunity of gathering outside stories. It is not the stranger or the mere acquaintance from whom the reporter gets such information. It is the person who knows the reporter well enough to take an interest in him. The value of "making friends" has already been pointed out in connection with getting news from runs. In covering special assignments, friends are

sometimes an aid, if perchance the reporter should meet them. What reporter, for example, has not felt the joy of finding a friend at the scene of some event or place where conditions are not favorable for his obtaining the facts?

It should not be understood that reporters are to attempt to make friends merely to "use" these friends for a purpose later on. His friendship should not be of that quality or one that should necessitate his feeling under any obligations to those who help him. The value of having friends is called to the beginner's attention to show, more than anything else, that he must develop a nature opposite to the cold, unresponsive and disinterested. He can do this and still choose his friends. Friends from a class that is unworthy can seldom furnish any news that he may desire. Neither will the "making of friends" make necessary the sacrificing of dignity.

Suggestions for Stories. Since his work takes him to every part of the city and brings him in contact with people of every class, the reporter has opportunities of seeing and hearing things that the editors have not. So another qualification is added to the list of those of a reporter: ability to gather suggestions for stories. Generally speaking, it is not required of the reporter that he make such suggestions, but the reporters who rise to the top of

the profession are not those who do only those things that they are required to do. The task of gathering suggestions for stories may properly belong to an editor, but his search for information that will lead to a good story is never ended. He does not depend on his staff of reporters wholly, but naturally he turns to the reporters and welcomes any suggestions they may make. When a reporter learns to note such things and from his suggestions the city editor procures stories of more than usual interest, it is natural that he is considered more valuable to the staff. A beginner often refrains from making such suggestions, because he fears that he may be doing something that is not expected of him or that he is over-stepping the bounds of his duty. He should know that such is not the case. His idea of a story may differ from that of the city editor, perhaps, and the suggestion may be judged unworthy, but it will be considered and is welcomed. Newspapers even have perfected a system of rewards for reporters on the staff who offer suggestions for stories and one newspaper in a western city allowed reporters to make trips out of town for stories, where the suggestion for the story was made by the reporter and approved by the city editor.

That the beginner may not become confused, it may be explained that stories for which he may

offer suggestions are really of a class called "special stories." News stories which must be published at once or lose their news value, he must procure when he sees or hears of them. If the assignment he is covering furnishes him so much work that he cannot cover both, then he should notify the city editor at once. The two classes of stories will be discussed later, however.

Perseverance. The reporter may return to his office from an assignment without a story, only after he has proved to his own satisfaction that there is no story; or, only after he has exhausted every means within his power to obtain it. So great is the spirit of perservance in news-gathering that the city editor may not accept the first reason without requiring the reporter to give a detailed account of his work; the second reason is given consideration, even, only in exceptional cases. Where there is no doubt or it is reasonably sure that a news story of importance exists, newspapers never consider such a thing as failing to get that particular piece of news. The question becomes solely that of getting the story while it is timely or before some other newspaper obtains it. Perseverance, one of the chief agencies on which the newspaper depends for procuring its news, must be displayed in the individual work of the reporters. The reporter, when he meets with

problems that are hard to solve, must fight against that tendency to become discouraged and resort to the old maxim, "try, try again." His paper will aid him with every means it has, but it is for the reporter, himself, to wield these means, bring into use his own abilities, and chief of all, to be persistent or "keep on going." When he is assigned to get information from a certain person, and that person either does not know the facts or persistently refuses to give them out, the reporter is not fulfilling his task by returning to his office and acquainting the city editor with conditions. Such a case constitutes a failure. How can I persuade this man to talk? What other persons are most likely to have this information? Such questions as these he will ask himself and then plan his work. Allowing him all other qualities, without perseverance a reporter's success depends much on chance alone. With perseverance that element of chance for success is increased a hundredfold. Time, always an important factor, must be considered, but perseverance often may be exercised on the theory that "if you can't get a story in time for one edition of your paper, then get it for the next." The reporter cannot afford to give up. Should he become discouraged and quit, his work as far as he has gone has been wasted and, perhaps, the next turn would have uncovered the news for which he is searching.

The matter of perseverance in procuring news is based always on the value of the news to be obtained. Beginners who are not sure in the judgment of news might spend much valuable time and energy in procuring a trivial item, in the belief that they were persevering. Such would be good practice for the reporter, nimself, but scarcely justice to the paper which employs him. To avoid misdirecting his efforts in this way, where he has any doubt, the reporter should ascertain from the city editor how important the news is regarded.

The ways in which perseverance may enter into the reporter's work are various. It may be that he is entirely inactive and his perseverance takes the form of a long wait. Although inaction may seem out of place in news-gathering where time counts for everything, long periods of waiting for a person are often essential and one who perseveres, or stays until that person arrives, is the one who is rewarded. In the matter of verifying facts and details, also, persistant work is often necessary. And, lastly, the reporter who perseveres in his attempts to improve his work of reporting and writing; who does not become discouraged or disheartened is the one who may be expected to succeed in his profession.

Fairness. The reporter who has not the ability to put aside personal dislikes and prejudices lacks a qualification essential to his work. In the publication of news the reputable paper has only the one fixed policy: "Print the facts." So, in gathering the news, the reporter's policy should be: "Get the facts." When, through personal motives or other reasons, he digresses from that policy, he is not fair to his paper or to those concerned in the news. This exhibition of fairness is expected from him in every instance, without exception. Some may be led to believe that because of their paper's attitude toward certain persons or questions, he should gather only those facts that are favorable to that attitude. Such is not true, and the reporter who gathers news in that way, is, to a certain extent, assuming the prerogative of an editor. It can be safely said that the reporter must be able to give to the city editor facts that have been gathered impartially. The city editor may deem it advisable to eliminate certain facts in the story, but that is a question which concerns only him and his paper. It is a matter of concern to the reporter in writing his story, only when he has received his orders to eliminate them. In the great majority of cases, when a reporter assumes a knowledge of what he has learned to call the paper's policy and asks how he should handle a story, his answer will be: "Write the facts."

On the other hand, while a newspaper of high standard will have no policy that will affect fairness and impartiality in the gathering of news, it is well that the reporter be familiar with any general policies or attitudes, that he may be able to judge the importance of a news story. For instance, should a paper be conducting a campaign for a certain improvement or reform, any news on that subject, whether favorable or unfavorable, will be of greater importance to that paper than to one which has not taken any interest. The paper's policy, also, may affect the nature of the news it prints. Thus the reporter may be able to judge of the importance of crime stories, stories of scandal, etc., as viewed by his paper.

Fairness should be considered by the reporter in connection with those persons concerned in a news story. For example, his work is not ended when he tells of the arrest of a person and the charges against him. The spirit of fairness on the part of the reporter and the newspaper makes it necessary for him to get at least a statement from the person arrested.

Enthusiasm. As an incentive to the reporter, enthusiasm counts for much in his ultimate success. Those who win the right of being called good reporters are in the profession solely because "they like the work." Advantages which rank with those of

any other profession are to be enjoyed, but they must hold a secondary place to the enthusiasm which every reporter should have. It is this enthusiasm or interest in his work, that makes the reporter strive harder for stories and enables him to get action or spirit in his writing. It is true that in reporting, mediocre ability or even more may be developed and success to a certain degree obtained by thorough training and a knowledge of all the general methods, without enthusiasm, but such cases are rare. A reporter may have the qualifications and the knowledge essential, but it is enthusiasm that urges him on and causes him to do thorough work by applying his knowledge and ability. Should he take no interest or have a dislike for the work, then all he does is forced. There will be a tendency to become mechanical, to obtain only the news that he may be assigned to get; or the lack of interest may become manifest in other ways. Before deciding to become a reporter then a person should first know something of the nature of the work, its scope and the various duties that will fall to him. If he finds nothing that appeals to him then, he owes it to himself and to the profession not enter the field. The same is true, also, if after becoming a reporter he finds he has no interest in his tasks. His chance for success is small and it will be much better for him should he seek some other profession.

The beginner, that is, one who has had no training and has made no study of news-gathering, may at first get a false impression. For the good of the paper, his work may be of a routine nature, until he shows ability or progress. His part may seem drudgery and he has no opportunity or, at least only a limited opportunity, to learn of the fascination of the work. Without realizing the scope of news-gathering and basing his view on the minor assignments he has had, the beginner decides too quickly that he has no interest. A liking for the work will bring enthusiasm, but that liking may develop when the beginner has had more experience, if not at the start.

What constitutes enthusiasm? The reporter who is energetic and willing, who takes pride in procuring and writing a story, and who considers it a victory well worth while in overcoming obstacles to get news—that reporter, it may be said, has enthusiasm for his work. He is the reporter, too, who does not begin his search for news in a half-hearted manner, expecting failure as much as success, where there are conditions to be overcome. He proceeds on the theory, "I'll get the story, if there is one," instead of, "I'll try, but I don't believe I'll succeed." And he is just as eager to bring the story into the office as his city editor is to have him do so.

Loyalty. The reporter who is not in sympathy with the general character of the newspaper by which he is employed, had best leave its employ. Loyalty is a quality that every reporter must possess, but when he is not in accord with the paper's ideals, he cannot be loyal. This does not mean that he must be of the same political faith or share the views or attitude of the paper regarding certain questions or persons. Those matters in themselves do not concern the work of the reporter. But when he becomes dissatisfied, when he cannot bring himself to believe in his paper, or when he is unable to fit himself to the particular type of paper for which he is writing, he cannot work for the best interests of that paper. Fortunately the standard of newspapers, as a whole, regarding news is so high that the methods of procuring news and the manner of writing it seldom enter into the question. The reporter need have no fear that he will be required to use questionable means of obtaining a story, or to write it in an objectionable way. The exceptions are so few that a discussion of such methods is unwarranted.

As an incentive to the reporter, loyalty wields an influence equal to that of enthusiasm. The one who is faithful and holds a true regard for his paper, will never hestitate to use his best efforts for that paper. He will never hestitate to offer his services wherever needed nor fail to get any story if it is within

his power to get it. For these things he is reasonably sure of reward for newspapers are, in turn, loyal to their reporters. Aside from its element of honesty, loyalty will cause the reporter always to consider his newspaper first. It will win the confidence of his city editor. It will prevent the reporter from yielding to outside influences often exerted to keep stories from being published or to pervert the truth, and it will keep him from disclosing any "office secrets" or giving to reporters for rival papers any information that otherwise would constitute exclusive news. By these and similar ways, the necessity of a spirit of loyalty on the part of the reporter is shown. Should he lack such a spirit, the tendency would be to disregard essential duties expected of him and to perform his work unfaithfully.

Exclusive News. Naturally the reporter who brings into his office a news story or important features of a story that no rival paper gets, deserves and receives special credit. The rivalry among the newspapers of a community or certain territory is as great today as ever. A newspaper does not stop with an attempt to print all the news that a rival paper may print, but it does everything within its power to get as much exclusive news as possible.

On the reporters, more than on any other persons connected with the paper, perhaps, depends the

paper's success in this matter. Such stories are known generally in newspaper offices as "scoop" or "beats."

Among the beginners, the tendency is to have an exaggerated idea of the importance of stories required before they can be termed exclusive stories or scoops. The more important the news, of course, the greater is the achievement of the reporter and his paper, but the reporter will do well to work on the theory that any news story worth printing at all is worth guarding and is of more value if printed by his paper exclusively. Because of the system by which news is gathered through regular channels, the extended use of the telephone and the existence of press associations, the chances for scoops on news of momumental importance has been lessened much in recent years. But that does not deter the newspaper from trying to get them and not infrequently their efforts are rewarded.

When a reporter covers a news story of even ordinary importance or is assigned to get such a story, if there is any reason to believe that the story will be exclusive, he will be expected to use every precaution to prevent the information from falling into the hands of rival papers. On his ingenuity, carefulness and judgment regarding how and from whom he will gather the information rests the responsibility. His information must not come from

those who are likely to communicate it to other papers; he must not spread what general information he already has and above all, he must avoid leaving any trail for other reporters to pick up. In such cases he may be made the confidant of his office on certain matters. The sense of loyality and honesty which he should possess will prevent his violating that confidence, should he succeed or fail in procuring his story.

In connection with the discussion of exclusive news arises the question of working in conjunction with reporters of rival papers who may be on the same run or assigned to the same story. The practice is a general one and disapproved by editors, although under certain conditions the dividing of work may save much time and energy, thus benefiting each paper. But the reporter should remember that for a paper to get an important feature or features of a story that other papers do not get, is in itself a scoop. In fact in the great majority of cases a paper is not scooped by missing the entire story but by failing to procure important features. So, if the work has been divided, and the reporter in doing his share finds an unusually important feature, he is bound by honor to give it to the others. Had he been working alone there is always a chance that the feature would have been exclusive for his paper. The argument that he might be the one to benefit

through the efforts of one of the other reporters cannot be considered.

The chances for all are equal and no reporter can expect to cover an assignment honestly if he rates his own abilities inferior to others who may be working on the same story and depends on them for his information. Working in conjunction with other reporters precludes all opportunity for exclusive news.

The greater number of short stories—news stories that may not be regarded as unusually important—that a paper prints exclusively the more that paper believes it is succeeding. This the beginner should keep in mind, for exclusive news does not include only the "big" stories. Conceding that an element of chance enters into the success the reporter will have, success depends equally as much on the reporter's individual efforts. In considering this phase of the work, the exclusive stories of a rival paper can be considered only when such stories develop from the reporter's run or assignment. If that be the case, the reporter has failed to cover his run or assignment and editors are only to quick to notice such failures.

Honesty. In its relation to news-gathering, honesty has to do chiefly with the betrayal of confidences. It has been asserted that honor is a news-

paper man's chief stock in trade, but by betraying confidences the reporter casts away all sense of honor, and he cannot hope to continue long in his profession. He violates an unwritten law of all reputable newspapers, does himself an irreparable injury, and costs his paper prestige. Writing and submitting news given in confidence constitutes dishonesty. It is not uncommon that a reporter comes into the possession of news in this way. He may meet persons not as a representative of his paper, but socially, at their homes, at dinners, etc. Under these and similar circumstances, he may gain information that would make interesting reading—often a good news story. But such information in many instances is not only not intended for publication, but is of a confidential nature and would never have been mentioned if the informant had not relied upon the reporter's honor.

Only one recourse is left to the reporter, then. He must get consent to make the information public, but failing in this, it cannot be printed. He need have no hesitancy in acquainting his city editor with the facts if he considers it essential to do so, for he will not be required to write the story or give the facts to any other person to write. Again reporters may receive information in confidence for their own personal use or enlightenment with the request that it be not printed, or receive advance

information with the understanding that it will not be made public until a certain date.

Dishonesty or ignorance only will lead the reporter to betray confidences and break his word. If he does it in the belief that he is displaying loyalty to his paper by obtaining exclusive news, he will learn soon that his newspaper does not desire news gathered in that way. City editors may say: "Get the story somehow, I don't care how," but never does the thought of dishonest methods or the betrayal of confidences enter their minds.

In other cases than those mentioned, the reporter should guard against accepting information in confidence. If a person mysteriously volunteers to give him some news, if he will promise not to write it, what good is such news to the reporter if he cannot submit it to his paper? If it is information for which the reporter is seeking, or something which he or his office knows about in a general way, why should the reporter cast aside the chance of obtaining it from another source by accepting such information in confidence?

Honesty, of course, enters into every phase of the reporter's work: the truthfulness of his reports, suppression of news, acceptance of courtesies or gifts, method of obtaining news, and writing. Without such a trait of character he cannot win the confidence of his paper and no dependence will be placed

on him or his work. It certainly would be dishonest for the reporter to avoid truthfulness in his writing or in reporting facts to his city editor; to refuse to write or report news which he has obtained; and to use questionable methods in procuring news.

The matter of accepting courtesies or gifts is one that may confront the reporter. The character of those in the profession at the present day is so high that bribes are rarely offered openly for the purpose of suppressing news, distorting facts or obtaining a reporter's influence in getting certain stories printed. While free tickets, gifts, or other courtesies may be extended and accepted without any thought of undue influence, to remove any tendency toward such an influence or feeling of obligation on the part of the reporter, some newspapers rigidly enforce the rule that they be not accepted. In other cases, if free tickets are accepted, they are available to reporters through their office only. The matter of accepting courtesies is taken up here because it is a custom that affects journalism more than any other profession and one that has been abused. In considering the question that the reporter should know that he has no more right to accept such courtesies than a person in any other profession. He is paid for gathering and writing the news and where any expense is incurred that expense will be borne by the newspaper.

As to the practice of demanding or asking for courtesies, it cannot be condemned too severely. It is such a practice, due to dishonesty, lack of dignity or ignorance of his profession that will not be tolerated by the newspapers today.

Promises. Apart from the element of honesty and the spirit of loyalty that must govern his own actions the reporter should know that he cannot make promises regarding the suppression or printing of news that will in any way bind his paper. In such a case, again he would be assuming the prerogative of an editor. His sympathy will be appealed to, often perhaps, in an effort to keep stories out of the paper. But it is not for the reporter to judge the merits of such appeals. If his sympathy is enlisted he should report the circumstances to the city editor and the cases are rare, where such appeals are meritorious, that they will not be heeded. The city editor, however, may order the story written. Unwilling as the reporter may be to write it, he has no alternative, for the final judging of what shall or what shall not be published, when any question is raised, is not one of the reporter's duties.

A reporter cannot promise that a story will be published or written in any certain way. He cannot promise how much or how little will be written or

he cannot promise that stories will be published at all. These are responsibilities that are assumed by editors.

Thoroughness. The reporter who carries his investigations to such an extent that he can return to his office, able to write a story that is complete in every essential detail and with all of his facts verified, has done thorough work. Such work will characterize him as an able, reliable reporter, as against the one who performs his task carelessly and without any feeling of responsibility. An incomplete story represents a waste of time and energy on the part of the reporter and a delay in printing the story. It means in most cases that the reporter will be ordered to do his work over again, and often the opportunities he had in the first attempt are not open to him again.

While the reporter may submit news or stories with an over-abundance of inconsequential details in which the public generally could have no interest, such a fault is much less serious than that of not obtaining enough details, or submitting a story that is not complete. Such a fault may be due to the failure of the reporter to judge the importance of his story, but just as often it is due to hasty, superficial work, and inattention to the little details.

Thoroughness in reporting necessarily includes

carefulness. It prevents errors or inaccuracies. Likewise it includes a persistency in investigations.

Alertness. Reporting is not for the slow, the plodding, or those inclined always to depend on the judgment, resources and direction of others. It requires physical and mental alertness at all times. Without such alertness the reporter misses the opportunities open to him for gathering news. In no other profession is timeliness such a constant factor or of such vast importance as in journalism. It is because of this timeliness that the reporter is unable to do things at his leisure or in a leisurely way. Once he is assigned to obtain a news story he should remember that the less time he will consume in getting that story, complete and accurate, the more efficient his work will be considered. The assignment may be that of covering a fire, accident, meeting or any story where news must be in type at the earliest possible time; and again, there may be other work awaiting the reporter when he returns from his assignment.

The hours of a reporter are not unendurably long, as some may have been led to believe. In fact they do not compare unfavorably with those of any other profession. But while he is on duty, the reporter will find plenty to do and on his alertness depends whether or not he does his share or succeeds in getting

news promptly and from the best sources available.

To be mentally alert the reporter should train himself not only to watch for stories or suggestions for stories, but in the gathering of facts he must be quick to note the importance of certain details, grasp the situation in a comprehensive way and use reason and judgment in working. No piece of news, no matter of how little importance it may be, can be gathered satisfactorily unless the reporter concentrates his mind on that piece of news. Every story requires thought, reasoning power and judgment, first as to its value, and, second, as to the manner of procuring it.

Time again becomes a factor since it forces the reporter to train himself to think rapidly and to be alert in forming conclusions and using judgment. It cannot be said that a reporter will not fail in his judgment, but the use of thought and reason certainly will aid in making his judgment sure and cause him to follow a line of procedure that seems most likely to produce results. It will prevent him from working aimlessly and, as a general rule, from wasting his time and energy. Especially where the conditions are not favorable for procuring a story will the reporter's ability to think and act quickly be tested. On the spur of the moment he must invent methods and plan his campaign. If he does not concentrate his thoughts on the matter and is

not alert to take advantage of every opportunity offered through his resourcefulness, his chance for success is materially lessened. In reporting there are many instances where the success or failure of procuring a story depends on the ability of a reporter to match his wits against those who desire to suppress news or avoid notoriety. It is due to this chiefly that mental alertness is a quality that must be developed by every reporter.

It has been noted already that mental alertness is necessary in the development of the power of observation and it occupies a similar place in connection with the perception of news.

Details of Practice. As a means of saving time and unnecessary labor, the value of the telephone in news-gathering can scarcely be estimated. But the reporter should employ discretion in its use. There are at least three good reasons why it cannot be depended on universally. First, when news is procured over the telephone the chances for inaccuracies through misunderstanding are greatly increased; second, the reporter can never be positive as to the identity of his informant; third, information is not given as readily over the telephone as when the reporter makes a personal visit, thus decreasing his opportunities for getting a complete story or any story at all. In short, the reporter will find that in

obtaining news, it does not pay to use the telephone unless lack of time or other conditions makes it necessary.

Just as some persons refuse to transact business over the telephone, they also refuse to give out information or to discuss a news story. Persuading persons to talk is one of the chief tasks of a reporter. Where he relies wholly upon the telephone to accomplish this, he is at a decided disadvantage. Although the reporter's questions may be answered, there is a tendency toward restraint in telephone conversations; unconscious perhaps, but with the result that the reporter misses important facts that could have been obtained. As an aid in other ways, the telephone would seem almost indispensable. It serves to "keep in touch" with the office, to find persons or places, to make engagements and to communicate and procure late news.

Pictures are published more extensively by newspapers of the present day than ever before, hence the gathering of photographs, chiefly of persons, has become a part of the reporter's work that should be considered. His task of getting pictures is distinct from that of the newspaper photographer or artist who works on assignments much as the reporter does. But in obtaining any story the reporter should keep in mind the matter of pictures and obtain them whenever possible. If the news is at all important,

or the persons or places concerned are generally known, pictures are desirable, so much so in fact, that the reporter will do well to work on the theory that his story is not complete unless he obtains them. In many cases, of course, they are not available, but the same persistency must be exercised in learning whether or not they are available, and in the procuring of them, as the reporter exercises in the gathering of news.

Obtaining photographs and consent to publish them is not an easy task. This peculiar condition exists: the general public has not reached that stage in its attitude toward newspapers where persons will furnish pictures of themselves as readily as they do news that concerns them personally. But no matter how difficult this phase of reporting may be at certain times, dishonest means of procuring a photograph will not be tolerated by the newspapers any more than in the gathering of news. A reputable newspaper will not publish a picture that is stolen, if the theft is known to the editor, and the reporter will not be asked or required to employ any dishonest method in obtaining it. It is not meant to convey the idea here that the reporter must get the consent of a person to publish his picture, or that newspapers do not publish pictures without consent. Where a person gives a picture he knows it is for publication and his consent is understood. Where

it is procured from other sources, the consent of the person is not asked, for, like news stories, few photographs would be published perhaps if the newspaper or reporter depended on getting the consent of those concerned. But it is intended to impress upon the beginner that stealing a picture is dishonest, unprofessional, and a practice that will not be sanctioned.

Information for a news-story should come from those immediately concerned by the news, or those who are in a position to know the facts and who have authority to talk. The closer the informant is to the source of the news, the more reliable and authentic a story may be expected by the reporter. As an example, should a bank or business firm fail, the president of the institution is the one whom the reporter should attempt to see. Because of his position and his standing in the business world, it is reasonable to expect that he cannot afford to give willfully untruthful reports, although he may try to suppress facts. The heads of institutions—those in authority—constitute a reliable source of news and it is from them that the public naturally expects information and statements. A private secretary, for instance, can give out news only when the right is specially delegated to him. Any statement he may make is merely his employer speaking and the extent of the information he can give is

necessarily limited. With his employer the reporter has the opportunity of wielding persuasive power and getting more information. Clerks and others who hold minor positions may aid the reporters in giving "tips" or hints, but because they have not the right, they generally refrain from talking. When they do give out news the reporter should verify it. The same method of getting information should be followed where the news concerns a person. That person about whom the news centers is the proper person for the reporter to visit first.

In gathering facts for a news story it is not sufficient merely to obtain the name of the person or persons involved. Other facts—occupation, age, address, etc.—must be given that the persons can be identified by the readers of the paper. The first time a person is mentioned in a story, it should be told at least who he is and where he lives. It is not enough either to give the name of the street, but the address should include the number of the house. In a similar way buildings and scenes of news stories should be definitely located. Specific and not indefinite or general information is what the reporter should aim to procure.

VI. INTERVIEWING.

Since it rarely happens that a reporter is "on the scene" when a news story develops, a large part of the news printed each day is obtained by eliciting information from others. Interviewing, in the broad sense, then, is an important part of the every-day work of the reporter. But an interview has a greater significance and a more technical meaning in newspaper circles. It does not consist merely in questioning with a view of gathering facts about a particular news event, but more strictly it is the reporting of a person's opinions, experiences, or work. The chief interest in such a story or interview is centered about the person interviewed and not some happening which he witnessed.

Two things become essential in the procuring of an interview: the reporter should be informed as to the person giving the interview and he should have a general knowledge, at least, of the subject of the interview. Some persons are adverse to giving out interviews when they find the reporter is not well informed. They fear that he lacks ability to present their views intelligently or correctly, or that he will give the wrong interpretation. Rather than attempt to enlighten the uninformed reporter by long, detailed explanation of his work or the subject at hand,

the person sought for an interview may decide to "refuse to talk" or he may confine his remarks to a few sentences which give no opportunities for misunderstanding or misinterpretation. The reporter who has the best chances to obtain a good interview is the one who is so informed on the subject to be considered, that he can discuss it intelligently and can comprehend quickly and clearly the relations of the opinions obtained to that subject. This is not always possible, but a general knowledge of affairs before the public, those affairs in which the public is interested and which afford subjects for a majority of the interviews, is possible.

Where no subject has been assigned to the reporter, some knowledge of the person who will be asked for an interview, or his affairs, will aid much in selecting a subject. With such a knowledge the reporter knows along what lines he can expect to develop news or on what subjects that particular person's opinions will have weight.

The reporter should not be content in procuring and writing mere statements of facts or opinions of another. An interview of that kind, unless the subject is particularly interesting, tends to make dry reading. Instead it should reflect as far as possible the personality of the person interviewed. The public is interested in the man as well as his opinions and the interview that includes the little

things of human interest concerning the talker—his appearance, manner of talking and similar things—adds to the effectiveness of the interview and holds the interest of the reader. Alfred Baker, a member of the British Institute of Journalists, writing of the interview, says:

"In its highest form the interview should present a perfect word-picture of some notability, his surroundings, his opinions, and his work. Interviewing also embraces the collection of representative opinion, and the eliciting from public leaders of words of guidance or explanation on some topic of absorbing interest."

Use of Notes. A perfect memory is the only substitute for the taking of notes. In exceptional cases alone is the memory infallible, hence the surest means of guarding against inaccuracies or the unintentional misquoting of a person is the discriminate and conservative use of notes in interviewing. It is held by some editors that the sight of a pencil and note-book in the hands of a reporter tends to cause a feeling of restraint on the part of the person interviewed; that it constantly reminds the person that he is talking for publication, thus causing him to be guarded, formal or even to suppress news that otherwise he would have given out.

The wrong manner of taking notes in some in-

stances undoubtedly does produce such an effect. It occurs more often when the person interviewed is not accustomed to giving out news or when the reporter makes unnecessary display, directing special attention to his note-taking. Naturally the reporter who, producing a note-book and pencil, assumes the attitude of one making a formal stenographic report, instills a feeling of hesitancy and restraint, or tends to frighten his informant so that he will refuse to be interviewed. But the reporter should cultivate his memory to such an extent that his taking of notes need consist merely in making a brief outline or the jotting down of names or important facts and features. This can be done without unusual display or without directing any special attention to the fact that he is taking notes. Assuming that the informant knows he is talking to a reporter and that what he says is not in the nature of a confidence, note-taking, if wisely done, rarely proves a hindrance in the obtaining of a story, while on the other hand, it will prove a benefit in the ultimate result.

"I was misquoted," is a complaint often made. Where such a complaint is just, the inaccuracy, in most cases, is due to the fact that the reporter depended too much on his memory. So true is this, that many public men who have given interviews that were incorrectly written, now ask that as a safeguard, notes be taken by the reporter.

In interviewing, as well as in the eliciting of any information from a person, there is danger in putting too much stress in the taking of notes. If the reporter doesn't train himself to exercise his memory to a certain extent, but relies wholly on his notes, there will be a tendency to concentrate thought on the notes alone, overlooking possibilities of the interview or story that may be developed. This is the result of taking notes too copiously. As a guard against inaccuracy the taking of notes, provided the reporter uses judgment in his manner and in the extent of taking them, is an advantageous method in all lines of reporting, as well as the interview. Especially is it to be recommended in the matter of names, addresses, and figures or dates.

Use of Shorthand. While a knowledge of shorthand may be of value to the reporter it is not essential or considered a requisite to his work in this country, although a different rule prevails to some extent in Great Britain. Speeches of importance which will be printed in full are generally procured from the speaker in advance. If not, a stenographer is employed by the newspaper.

VII. NEWS AND ITS VALUE.

In the discussion of news-gathering thus far, the question of what constitutes news and the reporter's agility to discern news have not been considered. No matter how capable the reporter becomes in procuring information and in writing, if he does not learn to classify information; if he does not learn to sift out and search for those things which are of value from the viewpoint of news, then he will lack what most editors say is a reporter's chief qualification. News, in its broadest sense, is that which is of interest to the readers—the public.

The present day newspaper with its various departments and special stories gives news this broad interpretation even to the extent of encroaching on the magazine's field. But it is with news stories and the stories of human interest that the reporter is chiefly concerned. The other stories on most newspapers are left to those in special departments.

A news story may not be of interest to every reader, but its importance or value is proportionate to the number of readers in whom it incites interest and to the degree of that interest. An analysis of a vast majority of all news stories published will show that the fact such stories are of general interest and hence constitute news, is due chiefly to at least one of these things·

1. The prominence of persons or places concerned.
2. The proximity of the event to the place of publication.
3. The unusualness of the event.
4. The magnitude of the event.
5. The human interest involved.
6. Timeliness.

A story that is not based on any one of the foregoing elements in any degree stands little chance of arousing a general interest and in rank becomes nothing more than the recording of an everyday occurrence. At its best the number of persons it will interest will be limited, thus reducing to a minimum its value as news. Sensational features, it may be said, add to the importance of news stories. But news becomes sensational, generally, when one or all of the elements named are accentuated or involved to a high degree. The amount of space given to a news story and the extent to which it will be written in detail, naturally varies in accordance with the story's importance.

Those not engaged in newspaper work tend to associate news with interviews, accidents, or happenings—that class of stories that come daily from the police, courts, or other regular sources. This may be due to the preponderance of stories of this kind that go to make up news or to the fact that they have not analyzed the stories published. But the scope of news—news exclusive of the special feature stories

and stories based wholly on human interest—is much broader. A careful reading of newspapers discloses the fact that important news stories are more than the account of happenings and peculiar incidents. There is included as a source for news the work and activities of the people at large and natural phenomena. With such a wide field, the reporter in his search for news, finds things of general interest that could not be classified as a happening or things that could be obtained through the regular sources.

Activities of people, no matter of what character, where they affect a class, a community, or any large number of persons; or if they affect an individual to a great degree, constitute news. Even trivial matters of everyday life are transformed into news by one of the elements mentioned, chiefly human interest or the prominence of those concerned.

A forecast of events, things worthy of noting when they come to pass, also constitutes news. In this connection it is well to know that the freshness of news adds to its importance. It is not enough for a newspaper to furnish its readers that which has never been in print before. The aim is to present it to its readers as soon as possible after it develops. News spreads rapidly sometimes without the aid of the newspaper as a distributor, and the more generally known it becomes, the more such a condition detracts from the importance of the story

when it is finally printed. The public does not realize this fact and the reporter in his attempts to gather news will meet with the request: "See me this afternoon," or "come tomorrow." Relating to news, "this afternoon" and "tomorrow" will not do. The reporter who heeds such a request and does not insist upon getting the facts "now," not only assumes a risk of being scooped, but abandons his opportunity of procuring news until it is stale and, as a result, less important.

News Sense. News sense is the term commonly applied to that qualification a reporter should have for the judging and handling of news in its various phases. It consists chiefly of ability to:

1. Recognize news (discriminate between what is of general interest and what is not).
2. Judge the importance of news (the degree of interest and the number of persons it interests).
3. Perceive the startling or essential features (emphasize the points of vital interest or of more general interest).
4. Recognize the human interest.
5. Adapt a style in writing that best suits the character of the news at hand.

A sense of news is not necessarily the result of a natural temperament or gift, although such a gift, of course, is an advantage to the reporter at the start. It can be acquired by training, observation,

and the application of reasoning. In the manner that has been outlined, the beginner must learn to analyze everything that he sees or hears—every prospective story. Should his own interest as an individual be aroused, he can be quite sure that he has found something in which there is an element of news or something that contains enough human interest to make it news. But as an individual, the reporter, himself, may find that he has no interest in a particular event. His individuality then must be discarded and the judging done in a different way. He analyzes to find whether the matter is general or local, whether it interests any class or mass of people, rather than individuals. Once he determines these things, an opinion is formed as to whether the news is there and, if so, the degree of its importance. Constant application may cause this process of reasoning to become "second nature." Analyzing information, in such cases, is done unconsciously and conclusions are drawn almost by a glance. In the same way he learns to make use of hints or suggestions for news. Mentally he draws a picture of what the hint may lead to, and judges the value of the information which he has a prospect of procuring.

News sense has to do, also, with the judging of the points or features of a story. Many stories published constitute news because of one striking or

unusual feature. Others may contain many such features, and the reporter must discriminate. In the gathering of information for a story he should learn to judge the relative importance of such features just as he judges the importance or news value of the entire story, and bend his efforts toward developing them. In writing he must be able to discriminate, for it will be necessary for him to make prominent the feature, or features, most important—important because of the general interest and the degree of interest they will incite. In an article on "The Reporter," Edward W. Townsend says:

"It is often the lack of a sense of proportion which accounts for the failures. The handling of a piece of news which furnished not only a second but a third and fourth day story recently, will explain this point. * * * A diver is caught in the mouth of a great pipe at the bottom of a reservoir. He may be alive when the story reaches newspaper readers and there is the suspended interest, a vital powerful interest for the story. A score of reporters learn identical facts, but send off by telegraph much varying stories. While one laboriously tells of the physical conditions at the intake of the pipe, another compiles a list of names and dates—facts suited for the story of the reservoir, not the diver—a third searches his brain for words descriptive of horror and vows never again to take an out-of-town assignment without first pocketing a thesaurus. But the twentieth man is writing a simply worded story of the facts, words, expressions, of a group of men trying to reach or communicate with the imprisoned diver; tells of their hopes, fears, labors, sacrifices;

of the trials and failures of another diver, his sturdy courage, manly grief—all this concerned with one unseen man pinned down in the depth who may be alive! He tells not of the pressure of water, of suctions, but of a muddied oaf who will not leave the air pump, though racked with pain and dropping with fatigue; a doctor who has sat for two days on a raft to be at hand when the diver shall be released; tearful women on the shore; a great man in New York who crowds the resources of a great railroad to rush the means for rescue—because the man down there *may be alive*! Why, half of New York forgot business and pleasure that day discussing this drama of suspended interest, which one reporter alone had the instinct to feature proportionately. Had the diver fallen off the edge of the reservoir dam, broken his neck, and died at once, New York would not have read so much as the few lines the paper would have printed about the accident. There were a dozen accounts which contained more information—mere facts—than the one referred to, but their writers lacked the instinct of a first-class reporter."

Human Interest. Any attempt to classify the matter that comes under the head of human interest would be indefinite. In its strictest sense, perhaps, it is that which appeals to the reader's emotions—his sympathy or his sense of humor. But human interest has a broader scope still. It includes glimpses of life; those incidents, sayings or doings of persons which arouse a common interest in people as a whole. It may be embodied in what we have termed here as a news story or it may predominate in the commonplace happenings or incidents to such a degree

that it makes these commonplace things worthy of stories. The element of interest on which news is based, especially where the news is at all important, differs from that of human interest; although there may be many human interest features. The story of an accident recently published will aid in illustrating this point. An iron worker fell from the fourteenth story of a building which was in the process of construction. When he reached a point between the second and third floors, his hands accidently came in contact with several ropes. He grasped them unconsciously, thus checking his fall somewhat, swerving his course and causing him to strike the platform of a scaffolding. Although the scaffold gave away and he fell to the soft ground beneath, his fall had been checked to such an extent that his injuries were not fatal. What then was the character of the vital interest contained in the reporter's story? It was that interest which tends to make news and due, in this particular case, to the unusualness or rarity of the occurrence—the iron maker *was alive* after a fall of fourteen stories.

But the human interest was there although the story which embodied it was not procured that day or the next, but many weeks afterward. How does it feel to fall such a distance? What were the iron-maker's thoughts? Could he tell what prompted him to grasp the ropes? The element of human

interest in a story from the ironworker that would answer these questions appealed to the city editor of one paper. He considered it of so much importance that the condition of the injured man was watched constantly and the moment he had recovered to such a degree that his mind was not clouded by pain and he was allowed to talk, a reporter was sent to get the interview. The story that resulted was so essentially one of human interest and so wide-reaching, that newspapers the country over reprinted it and it was read and commented upon by hundreds of thousands of persons.

Another striking example of the prominence of the human interest in news is cited by a Tennessee newspaper in this manner:

> That was a short story but truly pathetic and filled with human interest that came over wires from Central Texas, in which the tragic death of two children, 7 and 2 years old, respectively, was told. Allen Wesley Pierce, a small farmer, had the misfortune to lose his wife. This is a tragedy in itself. The wife of the small farmer is truly a helpmeet. She is housekeeper, cook, laundress, school teacher, seamstress, and, when necessary, assistant in the field. There is, perhaps, no more helpless and confused mortal on earth than the man who is suddenly called upon to discharge the household duties formerly attended to by his wife.
>
> His 7-year-old son saw this and valiantly attempted to remove some of his father's perplexities by preparing the evening meal. In doing this the gasoline stove exploded and he and his baby sister lost their lives. While the little hero

was stretched on his bed of pain in sight of his dead sister, he explained that he was cooking supper for papa." It was the simple act of a little child, hazardous and fatal as it happened; but the motive behind it glorified it. * * *

The failure of a reporter to recognize and procure the human interest feature of such a story would almost equal the failure to get the story. Without it the story would have been chiefly of local interest and not wide-reaching as news.

These examples are given here with a view of showing how human interest, or that which is considered as human interest by newspapers, becomes an essential feature of news.

In this manner the reporter should learn to watch for the little details of human interest that add to the effectiveness of news stories. A noted statesman was interviewed recently on a railway train about certain legislation pending before Congress. In one paragraph of the interview the reporter wrote:

"This bill is a bad, bad bill," said Mr. ————, as he peeled a third banana, "but I am waiting to see, etc."

That one little human interest detail, noted in only six words—as he peeled a third banana—caused every reader, perhaps, to pause and mentally picture the statesman as he talked. It did not add to the importance of the story as news, but it did add to its effectiveness. It was a detail of a character that

tended to make the interview what newspapers try to make all stories published—interesting reading.

Under the heading of news in its general classification, come also those stories which are worth writing and are printed solely because of the human interest they contain. No matter how commonplace the incident or happening on which the story is based may be, if it contains the human interest, it will have a peculiar hold on the readers. That human interest also may be embodied in the unexpected and the unusual. It does not necessarily always appeal to the emotions. Every person has an interest in the experiences of others, especially where such experiences, although trivial, are at all out of the ordinary. For example, the story that causes the reader to comment: "Why, I have had that very thing happen to me. I've often wondered if others had ever had the same experience," undoubtedly contains human interest. The public, in a similar way, likes to read about matters with which they are familiar, places they have visited, and persons whom they know.

It is the human interest that makes the trivial things about such subjects become news. The stories of children and animal stories often embody the human interest features. An assemblage of persons, in addition to its bearing on news, is almost a never-failing source of human interest stories. A

crowd's comments, actions and general attitude,either as individuals or as a whole, with the many attending incidents offers in most cases an abundance of material for stories that appeal to the reader. Such a source resolves into that already noted as the activities of people, but in the case of a crowd the reporter has the activities and doings, of a certain nature anyway, assembled before him. It is necessary then for him to use his power of observation to a good advantage.

The ability to recognize that which is of human interest may be developed in the same manner as that of developing ability to recognize news of any character, namely by analyzing what the reporter sees and hears, and a careful reading of the newspapers to analyze stories printed, with a view of determining just what each story contains and wherein it arouses interest for the readers. It may be said that anything which interests humanity as a whole or a class constitutes human interest. But with the newspapers what are known as human interest stories or features have a more technical meaning.

Short Stories. While the news of greater importance, as a rule, is written more in detail and is presented in stories of greater length, the reporter should not lose sight of the value of news worth

only short stories. The inexperienced reporter will often put too much zeal in his efforts to procure "big stories" and slight the news story that may be worth a few paragraphs, or he may become discouraged because he is able to obtain only the shorter stories. Any story that is worthy of publication is important, else it would not be published. It is worthy also of the time and energy of the reporter in getting it. No story worth publishing can be of so little importance that the reporter can afford to fail to use the same carefulness and persistence in procuring it that he would use in a "big" story or story of more importance. Every newspaper tries to cover as wide a field as possible in the presentation of news and to do this, the short stories are necessary and embody news of value.

VIII. OFFICE ORGANIZATION IN NEWS-GATHERING.

Development of the work of gathering news along systematic lines has resulted in a definite organization of the forces employed in the news department of a metropolitan newspaper. The reporter, it has been noted, does not perform his work aimlessly, but uses general methods. The uncovering of much of the news printed every day, also, results from a system of watching the regular sources of news. In a similar way, within the newspaper office, general methods are followed in directing the work of gathering and in the handling of news. It is really a system.

All news is classified under the two general heads —local and telegraph. Local news is that which is gathered in the immediate territory in which the paper is published. Telegraph news reaches the newspaper office by cable, telegraph, telephone or mail and is gathered from anywhere outside of this local territory—from the world at large.

To expedite the work of handling and publishing it, news is still further classified as to its character. This second classification is commonly as follows: general news, society news, financial and market

news, sporting news, railroad news, etc. For each of these there may be a separate department with an editor in charge. In addition to these some newspapers may include in the organization, an editor for women's club news, an editor for religious news, etc. With the exception of the city editor, who is concerned only with the local news, and the telegraph editor, who handles only telegraph news, the editors in charge of the various other departments usually have to do with both local and telegraph news. In the brief discussion of each that follows, they will be included under the head of local news.

LOCAL NEWS.

City Editor. The city editor and his duties will be discussed here chiefly in their relation to the reporter, without considering in any way qualifications necessary for the person holding the position. Only after the one who enters the field of journalism has proved himself to be a thoroughly competent reporter can he hope to take into consideration his own fitness or qualifications with a view of becoming a city editor.

On the city editor rests the responsibility of gathering and preparing for publication all local news of a general character. He is responsible to the managing editor, who is, in turn, responsible to the editor, owner or publisher for this local news, as well as for

manifold other things. It is clear then that the city editor must depend much on the reporters, their ability and the character of their work; that he will build up as capable a staff as possible. In justice to himself and his paper he cannot afford to keep in his employ the careless, incompetent reporter, the reporter who fails to see any individual responsibility in his position or who fails to do his work thoroughly or intelligently because of other reasons. To acquit himself creditably and make his paper the best possible in regard to news, he will seek those men who have developed or show signs of developing at least, qualities already mentioned as essential for a reporter.

The city editor is the directing head of the staff of reporters, re-write men, copy readers and the photographers or artists who work in the news department. He works in conjunction with the editors of the various other departments named, and where news of great importance is uncovered in these departments, he may assist, or, as is often the case, assume charge of the work of gathering and handling of such news. His duties may be grouped under the following heads:

1. Finding where news is to be gathered.
2. Directing the work of gathering news.
3. Judging and directing the manner of writing news.
4. Directing the work of handling copy.

Mention has been made as to how and where the city editor finds news, or rather, as to the source of the information on which he bases his assignments. First, he knows that news is to be found on the runs; second, he scans every item of news published in search for hints or suggestions for stories; third, he weighs all information that comes to him either from outsiders or from reporters and others within the office, with a hope of finding something that is of general interest, or that will lead to something else of general interest; fourth, he notes reports of those things which may be classed as happenings and which constantly pour into his office. In this manner he learns where there is news, or, at least, where it is probable that news is to be found. It is worth emphasizing, that the reporter can aid greatly not only by uncovering and gathering news himself, but also by watching and being alert for suggestions for stories.

As far as possible the city editor's is the guiding hand in the procuring of all stories. From him the reporter receives his assignments and often instructions as to the manner of covering them. With him the reporter confers concerning the solution of various problems arising in his work and receives advice. But the extent of the city editor's duties in this advisory capacity and in the matter of giving instructions are necessarily limited; first, because

of the press of other work and lack of time; second, because he cannot be familiar with the circumstances surrounding the news to be gathered.

The reporter is not told specifically what to do and how to do it. If he were, reporting would be comparatively an easy phase of the work in journalism. Training would be unnecessary. Instead, the reporter is told in a general way of the results desired or to be obtained. It is for him then to do his own thinking, planning, and to exercise his best judgment. The successful reporter will not fall into the habit of seeking advice and instruction as to how he should take each step in performing his tasks. He will train himself to work independently on his assignments, planning his own campaigns and fighting his battles alone. This is a part of the duties of the reporter and not of the city editor. It is only when the news is of more than average importance; when there is doubt as to the best manner of proceeding in getting it; when the reporter has met obstacles that he has failed to overcome after using every means within his power, that it should be necessary to seek the aid of the city editor in covering assignments. When the city editor has sufficient information at hand; or has in mind a piece of news which he knows can be procured from certain persons or in a certain way; or sends a reporter for news which he desires handled in a certain manner, then

the assignment may be accompanied with instructions that will aid the reporter. Since a city editor is generally an experienced reporter himself, and since he makes it a point to know as thoroughly as possible his city, its people and affairs, he may also be able to give valuable hints or suggestions. Otherwise, the instructions the reporter receives with his assignments may be meagre.

The extent of the city editor's duties in an advisory capacity as they relate to the reporter's individual work in covering assignments, is pointed out mainly with a view of showing that a reporter must necessarily assume certain responsibilities. The beginner should not infer that he must be extremely cautious in asking for advice or instructions or feel any hesitancy about conferring with the city editor about those things which he deems necessary. But he should bear in mind that he will be expected to work out the details of his work, himself, and that the city editor has no time to conduct a school of instruction daily on problems that sooner or later the reporter must solve for himself, if he is to succeed.

It is the practice in most newspaper offices for the reporter to make an oral report to the city editor on his return to the office from an assignment. Especially is this custom followed when the news obtained is of any importance. Here the city editor becomes the judge of the value of the news procured

and indicates generally the manner of treating it—how much space it is to be given and how it is to be written. This duty of the city editor, however, does not remove the necessity of an ability to recognize and judge news on the part of the reporter. The reporter uses such knowledge in the actual work of gathering news. The city editor applies his knowledge more in the handling of news. Every day, almost, there comes to him more local news than it is possible for his paper to print. Just as the reporter sifts out the information that is important to his story, the city editor sifts out and publishes the more important news. Having heard a brief account of the information the reporter has obtained on his assignment, in addition to judging it solely on its merits as news, it may be necessary for him to compare it with other news already obtained or in prospect. While a city editor will always find room for news of importance, a story may be given much less space one day than a story of equal news value will receive the next day.

The reporter often will receive no instructions as to the manner of writing the news he obtains. The city editor may indicate certain features that he desires made prominent. He may suggest or briefly outline an introduction, or order a story written in a certain style, humorous, serious, or otherwise. The writing of the story, however, as a whole is left to

the reporter himself. He will be expected to adapt a style of treatment to each individual story and write it accordingly. Should the city editor give directions as to the manner in which the story is to be handled, there is no appeal for the reporter. First, however, he should be sure that he has made his oral report clear and comprehensive. If he does this and there is no doubt that the city editor understands, then the directions of the city editor must be followed. Should he feel that the city editor has not understood, then the reporter should not hestitate to make sure and supplement his report.

Through his position the city editor keeps in touch with the work of every reporter on his staff. He knows just what ability each has, where this one fails or where that one excels. As a result he chooses the reporters for the assignments in accordance with their ability to cover them. Thus the incompetent reporter cannot hope for an assignment to gather inportant news, nor will the beginner receive such an assignment until he has demonstrated his fitness or ability. What is closely akin to specialization in reporting has become apparent because some develop ability only along certain lines—interviewing, gathering news on a particular run, gathering news of a certain character or writing human interest stories. Some reporters, for instance, might be unsurpassed in unraveling a murder mys-

tery and writing a murder story, but were they assigned to obtain a story of a convention of club women, they would not succeed. It is not sufficient that the reporter become proficient in work that fits only special cases. When the members of his staff are scattered about the city, the city editor has no opportunity to choose a reporter who is qualified to cover an assignment of a special character. He must have men who can cover any assignment, men who can gather and write news of any character. Specialization in reporting is not desired. It is due chiefly to the incompetency of many who take up work in journalism. It is not the result of an attempt to better the work of reporters or expedite the task of handling news.

Just as the city editor knows what each reporter can do individually, so far as his ability is concerned, he knows where each one is assigned to go and on what news they are working. Most city editors keep a schedule of assignments and the reporter's name is written opposite the assignment given to him. By consulting the schedule, the city editor may know how soon each reporter may be expected to return to the office and where and how he can communicate with him, if such is possible. Where the reporter is detained an unusually long time or uncovers other news independent of his assignment, he is expected to communicate with the city editor.

It becomes one of the city editor's duties to see that a story is covered quickly and completely. Thus it happens that two, three or half a dozen reporters will be assigned to the same story or to assist the one that has uncovered news of exceptional importance. The reporter who has been given assistance in such cases must not consider that it is because of his own lack of ability or his incompetency that the city editor takes such action. The city editor's purpose is to get the news and get it quickly, and to accomplish this, often he will send all his reporters available, or all he can spare to gather news worth a big story. In such cases he may detail one man to have general charge and direct the work of the others at the scene. Or, if he has sufficient information at hand and can judge the scope of the news, he may do the work of directing in the office, instructing each reporter specifically as to what "end" or part of the story he will be expected to cover.

For similar reasons, a city editor may assign several reporters to any late news that may develop. To show the various "ends" to an important news story, the case of the General Slocum disaster is cited in an article by Edward W. Brady. In covering the burning of the excursion steamer, the city editor of one of the New York papers made out this list

of assignments as soon as the first news of the disaster reached his office:

Slocum accident—general story,
See St. Marks church—
See federal boat inspectors—
See Knickerbocker Steamboat Co.—
When was Slocum inspected—her capacity—
Overloaded steamships—
See Collector Stranahair—
Home of victims and east side—
Other big stemship disasters—
Effect on river excursions—
Rescues at factories in Long Island City—
Scenes at North Brother Island—
History of Slocum—
Injured at hospitals—
See captain and crew—

Each of these assignments was essential for a complete story of the diaster. The reporters sent out, either procured news of the accident itself, or news bearing on the accident.

Assistant City Editor. The city editor, because of the detail of his work, usually has an assistant or assistants, the number naturally depending on the size of the paper and the extent of its field for local news. His duties must necessarily be included in those of the city editor. While the city editor may delegate certain special work to him, such as the

making of a schedule of assignments, reading the newspapers for suggestions for stories, etc., his general work virtually is the same as that of the city editor and his relation to the reporters the same.

Re-Write Men. All copy containing local news of a general character first goes to the city editor. He scans it, not to make corrections in detail, but for the purpose of judging the story as a whole. He considers its length, its make-up, style of writing, and if he has given any instructions, he notes whether or not they have been followed. Should the story as it is written not meet the requirements demanded by the city editor, or if the reporter failed to write it in the manner directed, then, if there is sufficient time, it may be returned to the reporter for re-writing. But it is not always possible for the city editor to return the story to its author. The reporter sometimes cannot wait until the city editor has perused his copy. Other assignments await him and he is out of the office gathering news. In such instances the story is turned over to one of the force of re-write men. These men work under the direction of the city editor and their special duty is that of reconstructing stories and preparing copy for the editor that has been improperly written. The number of the men who do this work depends entirely on conditions, the size of the paper, etc. Their

work should not be confused with that of the copy-readers. They do not edit copy and write heads. They re-build stories.

In addition the re-write men generally "take" news over the telephone or any news not gathered by reporters that comes to the office, and write the stories. Often the re-write men are sent out on special assignments when the city editor is unable to find a reporter quickly or other conditions make it necessary. They are trained reporters and are particularly adept in writing news of any character.

Copy Readers. From the city editor the stories go to the copy readers. Their work consists of:

1. Editing.
2. Writing headlines.

If conditions were ideal, that is, if reporters submitted perfect copy—copy that meets all requirements as to manner of handling the story, style of writing, English, etc.,—it would seem that editing would be unnecessary. That such conditions have never been attained, however, is shown by the fact that all copy prepared by the reporters is read and edited carefully before it is set in type. While the city editor may not hope for the ideal, his aim is to have reporters submit copy so nearly perfect that it will require as little editing as possible.

Assuming even that the reporter is as capable of judging and writing news as the copy reader, editing acts as a safeguard. Any person, especially the one trained in the work, who reads the manuscript of another will detect errors that the writer himself will not see. Conditions, such as those pertaining to space, late developments affecting the news contained in the copy, and similar things of which the reporter knows nothing, may necessitate the making of changes in the copy submitted. Each individual story, also, must bear certain marks for the guidance of the printer and these cannot always be made without a knowledge of other news, already handled or expected.

The stories as they come from the reporters may be distributed to the copy-readers by the city editor, or they may be given by him to a head copy reader who distributes them. If, in glancing over the copy, the city editor detects any errors of importance, notes any parts that should be changed, or desires a special headline, he calls the attention of the copy readers to these things. In most newspaper offices the copy reading desk is in charge of a head copy reader who constantly confers with the city editor about the stories turned over to him. If there are any special instructions to be followed in the editing and writing of headlines, they are issued to the other copy readers by him. While the stories that must be en-

tirely re-written or re-constructed generally will be given to the re-write men, copy readers will find much re-writing to do. In editing, the following are some of the more important things a copy reader will be expected to accomplish:

1. Make stories readable. (No matter in what condition the copy may be; no matter how badly written the story is when it reaches the copy reader, it must be a smooth reading story when it leaves his desk and goes to the printer.)
2. Re-write or improve the leads that are weak.
3. Cut down stories to the length desired by the city editor.
4. Correct all errors in English, punctuation and spelling.
5. Eliminate unnecessary words, trite or hackneyed phrases and expressions.
6. Eliminate all words, phrases or expressions not in accordance with the style adopted by the paper.
7. Arrange the various features of the story in their proper order; make prominent the feature or features which are most striking, important, unusual or arouse the most general interest.
8. Watch for libelous statements.
9. Detect errors in facts, inaccuracies and repetitions.
10. Mark copy for the guidance of the printers.

With these varied things to watch, the copy reader must work quickly and perhaps edit several stories at the same time, that is, reading a few sheets of one story as it comes to him from the reporter, then turning to another, and so on. It is for him to bolster up the weak, poorly written stories in every way, paying particular attention to the points named.

Although he confers with the head copy reader or the city editor and receives advice or instructions on questions on which he has any doubt, the details of the work are left to him. Since his work is not that of turning stories into pure English merely, he must be more than an able writer. He must be trained also in judging news. He will be held responsible for any errors that escape him but the reporter who made the errors will be held equally responsible.

The reporter cannot write his stories carelessly, assuming that all mistakes will be corrected by the copy readers. The city editor will insist on "clean" copy, copy that needs little editing. The reporter who does not strive to that end, who constantly makes errors of any kind and violates the rules of style for his paper, will find that a reason for ultimate failure.

When the story has been edited there still remains for the copy reader an important task—writing the headlines. Newspapers of the present time attach great importance to headlines, with the result that they are no longer mere labels. They do more than separate the news matter on a printed page. They are designed (1) to tell the story; (2) to attract the reader's attention. To be effective, they must tell or at least outline the news contained in the story; or they must set forth the salient news feature. The hasty reader of a newspaper should be able by a

glance at the headlines to learn the character of the news, who or what the story is about, and thus determine whether the matter interests him personally enough to warrant his reading the story for the details. The copy reader will be expected also to put life and action into the headlines. They must not be dull. Weak, dull headlines serve as a warning sometimes not to read the story that follows. In many instances they label the matter "dry reading."

Headlines are printed above all stories except those grouped into special departments such as "City News," "Deaths," "Marine News," etc. Every newspaper has its own fixed forms amd follows to a great extent its own rules in writing them. A newspaper may have half a dozen, a dozen, or even more styles of headlines—each of fixed size and form requiring certain type—for the use in its news columns. From these, if the city editor or the head copy reader has not designated the one desired, the copy reader selects the style best suited for the story he is handling.

In writing all headlines the copy reader must follow specific typographical rules. To show this, some of the forms used regularly on news stories in the University Missourian, a daily paper published by the students of the School of Journalism of the University of Missouri, are given here. They were selected at random from an issue of the paper.

No. 1

15 to 17 units in each line.

CROWDS ARE TURNED AWAY AT OPENING OF FARMERS' CONGRESS

26 units in top line. (Average 10 words in pyramid.)

Auditorium of Agricultural Building Packed at First Session of Week.

18 to 20 units in each line.

LARGEST ATTENDANCE IN HISTORY OF MEETINGS

Same as second deck.

Object of Annual Program Is Outlined in Addresses of Welcome.

22 units the limit.

PAST WORK IS REVIEWED

Same as second deck.

College Here State's Biggest Technical School, Says President Hill.

No. 2

COLLEGE BASEBALL DECLINES IN FAVOR

16 to 18 units in each line.

Three Schools of Missouri Valley Have Decided to Drop Game.

26 units in top line. (Average of 10 words in pyramid.)

MISSOURI U. RETAINS IT

22 units the limit.

Ames and Kansas Only Conference Teams Left for Tigers to Play.

Same as second deck.

No. 3

17 to 19 units.

COW TO GO CALLING

Same as in No. 2 head.

Josephine Will Tour State to Return Visits of Missouri Farmers.

No. 4

23 to 25 units.

FIFTEEN LECTURE AT ONCE

12 to 15 words.

Program So Full That Visitors Cannot Attend All Numbers—Opportunity for Specialization.

No. 5

26 units the limit.

MAY PAVE UNIVERSITY AVENUE

35 units in top line. 8 to 10 words.

Resolutions for Improvement Are Passed by City Council.

No. 6

Knights of Columbus Meet. — 34 units the limit.

Editorial Head.

THE ADVANTAGES OF COLUMBIA — 26 units the limit.

No. 10

Editorial Page Feature Head.

In and of Missouri

No. 11

Editorial Page Feature Head.

Said Concerning the University

It is apparent that the copy reader must be thoroughly familiar with the make-up of each style of headlines used on his paper. In the case of the No. 1 heading reproduced here, before attempting to write one of that style he would need be familiar with the form and know the number of letters and spaces needed to comfortably fill each line of the various decks, as the subdivision of the heads are commonly called. The lines may vary a few letters, however, and still the head may be well balanced. To write headlines that are effective and still make them conform to typographical rules it will be seen, is not an easy task, but one that requires a good judgment of news, of news features, and training in a particular style of writing and expression.

In most newspaper offices the various forms for headlines used are known by numbers to the editors, copy readers and compositors. When the compositor receives the copy for a head he looks first at the number written in one corner and thus knows immediately the size and form desired, and the type to be used in each line. The size of the heads selected for the individual stories by the editors and copy readers depends entirely on the character of the story and the degree of its importance. The length of the story may be considered, but more often because the longer a news story, generally the more important is the news. The larger heads—those that

are set in larger type and occupy more space—are reserved for the news stories of striking importance and are used, of course, to catch the reader's eyes first and direct his attention to those stories. What are known as "scare" headlines are used for news surpassing in importance that which is printed day by day. Such headlines are larger in size and type than those regularly used by the paper. They are of a fixed form that necessitates their being written to conform to typographical rules, as in the cases of the others. Newspapers using headlines of more than one column in width, whether they are regular or "scare" heads, have a fixed form which is followed in writing them.

For the actual writing of headlines here are a few general rules that are to be followed:

1. Make the first line or "deck" the most striking or attractive and allow those that follow to explain.
2. Avoid repetitions of the principal words, not only in the various decks, but in the entire head, if possible.
3. Use subject, verb and object in each deck, if possible. (This tends to give a "swing" or sort of rhythm to the head which makes it more attractive and effective.)
4. Write the matter so that it will be unnecessary for the compositor to break a word in the top deck or in any line set in caps.
5. Avoid articles at the beginning of a deck.
6. Do not begin the decks with the same word. (See Rule 2.)

7. Use figures only when absolutely necessary. If used, they should not begin a deck.

8. Abbreviate as little as possible.

9. The verb in a line or division usually should be in the present tense, but whichever tense is used, it should be preserved throughout the heading.

10. Avoid the use of the auxilliary verb "be." Its use tends to weaken the line.

The copy reader should be as careful to keep out all editorial comment and libelous statements from his headlines, as he is in eliminating them from the story while editing it. Also, the headlines should be comprehensive and give both sides just as the story should, especially in news pertaining to charges against persons or their conduct and actions. Nothing not actually contained or alluded to in the story should be places in the headlines.

Photographers and Artists. For the purpose of making illustrations for all classes of matter printed, the larger newspapers maintain an art department. Because of the extensive use of pictures in news stories some of the artists and photographers in this department work under the direction of the city editor. As soon as the city editor learns of a news story he considers the possibility of a picture. Where the news is of enough importance and there are photographs already in existence, such as photographs of persons, buildings or scenes, the reporter

will be expected to procure them. But if views of crowds, scenes of accidents, murders, and other similar events are desired, a photographer or artist is immediately assigned to get them. In such cases they must work without delay, often accompanying the reporter assigned to the story, for the time in which scenes of this character may be procured is extremely limited.

Sporting Editor. The sporting editor is responsible for the news of all sporting events—boxing, wrestling, racing, baseball, football, athletic contests, contests in all in-door or out-door games—and news concerning persons who participate in such events or who are known in the sporting world. In addition to editing and directing the work of gathering the local sporting news, the telegraph copy containing this class of news, also goes to his desk and is handled in his department. Generally the news in his department is grouped on a certain page or pages. In cases of sporting news of unusual importance, the sporting editor may confer with the city editor, although the two departments are distinct, and if it is believed that the story is of great general interest, it may be handled in conjunction and printed outside of the sporting columns.

The sporting editor may have an assistant (sometimes, one who reads copy) and a staff of reporters

for gathering news. The number of these reporters depends on the extent to which the paper prints sporting news and the size of the local field to be covered. Naturally the number will be small in comparison with the city editor's staff, for they gather and write only the one class of news.

The sporting editor and those who work under him, must have more than a superficial knowledge of the world's sports. Success in this branch of news gathering will require specialization. To write or handle comprehensively news of a football game, baseball game, polo game, or similar contests, it is necessary to know the intricate rules of the game; who the players are and something of their past performances; where the strength or weakness of the players or teams lie, as well as a general knowledge of the more or less technical terms, manner of scoring, and other things. The same will apply to racing, bowling, boxing, or any other sporting event that might be mentioned.

Reporters who gather sporting news perform their work in the same manner as those who gather general news. They receive their assignments from the sporting editor, report to him on their return to the office, and write their stories subject to his suggestions and directions.

Unfortunately it must be conceded that the standard in writing sporting news of today, taken as a

whole, is not as high as that maintained in the other departments of a newspaper. Within the last few years there has been a growing tendency toward the use of slang terms and phrases with the result that many of the sporting stories are unintelligible and convey a meaning only to a limited number who are versed in the slang. Especially is this true of reports of baseball, the national game, which is given more space in the average newspaper than any other class of sporting news. It permeates, also, to a lesser degree most of the other news stories of sports. This use of slang may be attributed to one or all of these things: (1) an attempt toward humor, writing in a light vein, and originality; (2) the belief that each sport has its particular followers and that they constitute a class who rejoice in reading slang; (3)confusion in the use of slang and the use of technical terms.

No objection, possibly, can be made to a moderate, discreet use of slang expressions in writing, especially if such expressions are bright, humorous, or convey a meaning. It is the over-indulgence of slang that should be guarded against. The indiscriminate, meaningless slangy style of writing does not constitute humor, nor is it effective in giving stories a light tone. Likewise, the indiscriminate coinage of words, terms, and expressions, does not necessarily denote originality in manner of expression. Interest

in sports and sporting news has become widespread. The field for news in the sporting editor's department has broadened and the stories gathered under his direction are no longer read by any particular class of persons. It is not to be supposed then that since a large percentage of the reading public is interested in sports, that the real news of activities along these lines should be sacrificed through the use of slang, as it often is.

The use of recognized technical terms in reporting sporting events is requisite. But the one interested enough to read news regarding any particular sport, generally is versed in the technical terms of that sport and they will be understood. Such terms cannot be construed as slang.

The reporter in the sporting department should be as capable in judging and writing news as the one who works under the city editor. He should follow the same methods as those employed in the gathering and writing of general news. He may strive toward originality; he may write in a light, humorous vein; his stories can be full of action and interesting, but without an abundance of slang. His first thought should be to give the news.

Society Editor. News of the social activities in the immediate territory in which the newspaper is published, is gathered, written and handled by

or under the direction of the society editor. Since this class of news largely concerns women and women's affairs, the position is generally held by a woman. Such news, also, is almost exclusively local.

The society editor may have an assistant, also reporters who receive assignments to cover entertainments, receptions, dances, weddings, or similar social events, and gather personal notes concerning those known socially.

The scope of society news, especially that published in the larger newspapers, is restricted. In a large community, it would be impossible to record the social activities of all persons in that community. Hence the modern newspaper confines its news of this class within certain limits, publishing only that which concerns the persons generally or widely known, or those commonly known as "in society." With the society editor the term "in society" is construed more or less technically. It applies to those who devote a good share of their time to social duties; those who have acquired a certain social standing, through wealth or other influence; those who frequently entertain or are in attendance ferquently at recognized social events; those of such prominence that their activities socially become a matter of general interest. It is from these that society news emanates chiefly. Unlike other classes

of news, it will be seen that the importance of society news is not based so much on the magnitude of the event, the unusualness, etc., but more on the class or prominence of the persons concerned.

The writer of society news will find that much of the copy prepared will consist of small items of a few lines or paragraphs. But in the more important news, the society reporter will find opportunities especially for two things, originality in expression, and descriptive writing. Social events, since they follow custom and are attended mostly by the same persons or class of persons, offer little variety. The one, then, who can vary the news stories of such events with an originality in writing and expression will do well. One of the news features of such stories consists in a description of the event—decoration, gowns, general scene, etc. Herein lies an opportunity for effective writing.

Financial Editor. Under the heading of financial news comes all matter relating to money markets and livestock and produce markets, including quotations, statistics, and reports of trades of all kinds. This news, both local and telegraph, is handled in the department headed by the financial editor, who has his staff of reporters for gathering and writing the news, and men to assist in the handling of copy. Generally a certain amount of space is alloted each

day to this class of news and the stories are published on a certain page (or pages). This page is known in the newspaper office as the market page.

In addition to those duties attendant on the responsibility of gathering the news of the local markets and handling the telegraph news of a similar nature, the financial editor does much writing. This writing may consist of daily financial articles; digests of financial conditions, both local and of the country at large; general story (lead to the market quotations) of the market activities of the day, etc. Unlike the matter in other news departments his writing on money and finance may consist of editorial comment, giving the news of the day in the financial world, and his conclusions as to the probable effect of the conditions which arise. His editorials may be printed on the market page or in the editorial columns. To do this, naturally, the financial editor must qualify as an expert on matters pertaining to finance. In an article on "The Newspaper and Wall Street," Edwin Lefevre says:

"The financial editors of those New York papers which treat Wall Street seriously are in reality financial specialists. * * * The financial editors have studied our financial history. They are men who are able to deduce from dry statistics facts of interest to human beings. * * * The financial editor is a trained newspaper man who knows the value of news, who understands the money market, foreign exchange and its complexities, who must be able to analyze

general trade as well as monetary conditions. * * * But much more than technical attainments are necessary for the Wall Street man of a great daily has to be much more than a financial writer. Like the political reporter he must know the issues of the day, but he must know far better the leaders who force the issues or give them expression."

Much of the news gathered each day by the reporters who work under the financial editor is routine matter—quotations, statistics, trades, sales, and receipts and, in fact, data of every kind concerning the money market, livestock, produce, grain, metal, cotton, provisions, etc. The extent to which a paper will cover such news depends entirely on the policy of the paper. Some afternoon newspapers carry the market news up to the time of going to press and others issue special "market editions" covering all activities up to the time the market closes. The morning paper, of course, is in position to give the market news of the previous day in full in its regular edition.

Aside from the financial articles written by the financial editor and the routine matter, many stories of general interest and news value are gathered and written by the financial reporters. A panic, a boom, or slump in stocks, an important trade or deal, important transactions or activities of any kind will give material for special news stories, stories given prominence outside of the routine

matter. To be successful then the financial reporter must combine a technical knowledge with his ability to judge news. Such stories often may be of such importance, or of such general interest, that they are printed in the general news columns. They will be written and handled by the financial editor or men in his department, however, because of their knowledge of financial matters.

Railroad Editor. Matter concerning the railroads and their officials is generally considered as departmental news and is handled by a special editor—the railroad editor. Stories containing news of this class may be grouped or they may be printed in the general news columns. Where such a department is not maintained by a newspaper, the news is gathered by a reporter familiar with conditions, whose copy goes to the city editor.

Like the financial editor, the railroad editor is responsible for all the local news of the railroads. He handles also the telegraph news of the same class. He may do much of the work of gathering the news and the writing himself, receiving assistance from the staff of the city editor when necessary, or he may have men who work under him in his own department. The more important stories that come to him, perhaps, are those concerning changes in ownership of lines, changes in officials or manage-

ment, extension of lines, improvements planned or being made, meetings of directors or matters relating to rates.

A wreck or accident of any kind on a railroad is considered as general news and is gathered and handled in the city editor's department.

TELEGRAPH NEWS.

In addition to the local news, the big daily newspaper aims to give its readers the news of the world at large—telegraph news, including all matters domestic and foreign, of world-wide interest or because of local conditions, of special interest to those in the section or community in which the paper is published. Telegraph news comes from outside the paper's local news field. It comes from that field not covered by local news-gatherers or reporters. It is considered equally as important as local news and the publisher of the modern metropolitan daily puts as much stress on procuring it and presenting it.

The tendency on some papers is to group the telegraph stories on the various pages. On other papers the telegraph stories containing news of a general character are mixed with the local stories in the general news columns. They are distinguished from the local stories by the date line with which all of

them begin, such as : Chicago, July 15; Lynn, Mass., July 15; Plymouth, England, July 15; etc. These date lines should include the name of the state (or country, if after a foreign city), after the name of the city, except in the case of those large cities generally known.

Press Associations. System is employed in the gathering of telegraph news as in the gathering of local news. News of this class reaches the newspapers in two ways: Through press associations (extensive news-gathering oragnizations) and through special correspondence.

Of the few large news-gathering organizations, one, the Associated Press, holds a monopoly, furnishing telegraph news to a large percentage of the daily papers. It is a mutual and co-operative organization of newspaper owners—a news exchange.

A history of the Associated Press is in a way a history of the growth of the American newspaper of the last half century. The first news-gathering association of the United States was formed in the early forties, by two or three New York City newspapers, which originally collected their news from Washington by carrier and post-boy and their foreign news from incoming steamers. When the telegraph had become firmly established similar associations were organized in different parts of the Eastern and

Central States. They exchanged news with each other and finally in 1882, merged into one organization, which immediately assumed national proportions.

The original purpose of the Associated Press was the control and administration of the news gathering and distributing business of the country by the newspapers themselves, and this principle has been adhered to. While it is in the form of a corporation the association is essentially a co-operative society, based upon an agreement between its members to collect and furnish news to each other. It is not engaged in news gathering as a commercial enterprise and it carriers on its business without any effort at profit-making. For administrative purposes, the Associated Press organization consists of the general manager with headquarters at New York City; an assistant general manager, with an office at Chicago; a superintendent of leased lines and several division superintendents. There are also a president, vice-presidents and directors, besides advisory board in each of the divisions, all made up of the leading editors of the country. In addition, agencies with forces of from five to fifteen men each, are maintained at more than twenty of the principal cities.

In collecting news, every available source is made use of. In all cities the individual newspapers furnish not only the local news gathered by its reporters,

but a great amount of the private telegraph news which most newspapers bring in as "special" from their own correspondents. This is sent by wire to the nearest agency for distribution. In some of the larger cities, also, much other news is received from city press associations. Upon big occasions such as national conventions, in times of war, or other unusual events, special correspondents are sent out.

The Associated Press covers Canada, through an arrangement with the Canadian Pacific Railway, by which that company gathers news all along its line. Alaska and the Islands of the North and South Pacific are covered by way of San Francisco and Seattle, while news of the Hawaiian Islands is sent by cable from Honolulu to San Francisco. For the purpose of gathering other foreign news, offices are maintained in London, Berlin, Paris, St. Petersburg and other foreign cities. The Associated Press has correspondents in ninety principal cities, covering every country. It also has contract relations with the different news agencies all over the world.

The amount of news distributed daily, at each of the more important offices, aggregates about fifty thousand words, or the equivalent of thirty-five columns of the average newspaper. The news is sent over wires leased by the association. In order to reach the highest speed, a code is employed by the sending or transmitting operator, in which single

letters stand for words, or groups of letters for whole phrases. Sheet by sheet, as the news is received, it is sent to the different telegraph editors. Before it reaches its destination a news story may be relayed several times. For instance, an item starting out of New York, is sent on a circuit that touches all the leading cities between there and Chicago, being copied simultaneously by operators at a dozen different points. At Chicago it is relayed north, south and west. At Kansas City another relay is made, still another at Denver, and again at Salt Lake and Portland to northern points and at San Francisco, south.

The Associated Press must, of necessity, be not only impartial in its handling of news, but as a co-operative institution must be absolutely non-partisan, non-sectarian and broad. Its clientage of every shade must be satisfied. One story, although written in 1889, still stands forth as the greatest single telegraphic report on record. It was the Associated Press story of the hurricane that destroyed six battle ships in the harbor at Apia, Samoa. It was the work of John P. Dunning, and it was so perfectly written that it has obtained a place in the text books of several of the public schools of the country.

There are in existence, also, privately owned organizations, stock companies which buy and sell

news. These organizations are, in reality, retailers of news and serve without any restrictions any newspapers wishing to procure their service at a fixed price. They obtain their news in part from the newspapers served, and maintain their salaried correspondents in the larger cities. In the smaller places the correspondents are paid according to the amount of news they send. These associations are not on a co-operative basis. They have their leased wires, also their distributing offices or headquarters in various sections of the country.

Besides these press associations many of the metropolitan dailies maintain news bureaus and engage in the business of selling news to other papers in the country. These bureaus may furnish in detail important news gathered in the paper's immediate territory, or news of the world at large, gathered by the paper's many correspondents.

While some of the small country dailies and weeklies aim to give only the local news, news gathered in the immediate community or surrounding communities, others are able to give a summary at least of the important telegraph news of the day, by the use of plate matter, although it lacks several hours of being "fresh." Companies have been formed in nearly all the large cities for the purpose of supplying this plate matter to country papers. Such a company takes the important telegraph news from the early

editions of the local papers, condenses it and sends it to printers. It is set in type and then stereotype plates are made, one for each of the country papers subscribing. By express, these plates, ready for country editors' composing forms, containing the news published in the daily papers in the morning, reach their destination within a territory of 150 or 200 miles, in time for an afternoon edition. In a similar way plates are made for morning editions of country papers. They may be in form of full pages or in column lengths, and in such shape that the country publisher may cut them, distributing the various stories in his forms.

Special Correspondence. Few large daily papers depend on either press associations or special correspondents, alone, for their telegraph news. Because of the extensive facilities of the news-gathering associations and their means of furnishing the news at a much smaller cost, most of the metropolitan dailies receive the bulk of their telegraph matter from these associations, supplementing it with the news gathered by the special correspondents.

Of the special correspondents maintained by a newspaper, there are two classes: those stationed at important news centers, who generally are employed at a regular salary, and those at the less im-

portant points, who are paid at space rates, that is, according to the amount of news they send in. In the class first mentioned, the one who holds what is considered as the most responsible position of all correspondents and who is most generally known, is the one stationed at the national capital—the Washington correspondent.

The Washington correspondent, or the man at the head of the newspaper's bureau in Washington, must be a trained reporter, a thoroughly capable newspaper man. His work is reporting, but really specialized reporting. He must be conversant with national affairs, know conditions in national politics, know public men and know the intricacies of national legislation. With these, he must combine a knowledge of the character or the general policy of his paper, knowledge of conditions, political and otherwise, in the territory in which his paper circulates chiefly, and possess an ability to judge, gather and write news.

All the larger daily papers, although they may be supplied with Washington news by a news-gathering association, have a Washington correspondent, or a bureau headed by him, at the capital. The correspondent may gather and send news to his paper that will be exclusive or supplemental to that procured by any of the news-gathering associations. He sends news also that is important to his paper

alone not handled by news-gathering associations. In the news sent out by the particular association serving his paper, there may be stories of particular value to his paper that have been written briefly or in a general way. In such cases he will send a special story—larger and more comprehensive. A news-gathering association, in serving many papers, enlarges or condenses news, according to its importance in the various sections of the country in which it is to be published, but it cannot take into consideration purely local conditions which may add greatly to the importance of news for a paper. Familiar with such local conditions and the news affected by them, stories of this kind are sent to the paper by the correspondent.

Metropolitan papers have special correspondents, also, at the state capital, foreign capitals, and some of the large cities of this country. The work of the correspondent at the state capital, who finds much news of local interest to his paper which has been handled briefly or not at all by the press associations, is similar in many ways to that of the Washington correspondent. The correspondents in the foreign capitals and in the large cities, if their papers are served by a news-gathering association, supplement the service of that association with spccial articles of any kind and special stories containing news of

particular value to their respective papers. They may be paid a regular salary or receive pay at space rates.

Often a newspaper, its news bureau, or some person connected with a newspaper in one large city acts as correspondent for a paper in another. Before filing any news story of importance on the telegraph wire, he will be expected to "query" the editor, that is, wire a brief outline of the news, stating what length of story he is prepared to send. A "query" of the Boston correspondent of a Chicago newspaper might read something like this:

"John Jones, president Chicago Grain Company, Chicago, dangerously injured in runaway here. 400."

The telegraph editor of the paper receiving the "query" thus learns of news that is of local interest. The press association may handle the story only briefly, so he orders a special story from the correspondent. The number, "400," at the end of the query means that the correspondent can furnish 400 words on the accident. The telegraph editor may order him to send that number, or more or less, according to his judgment of the value of the news. Facts telling something about John Jones, his business, when and why he went to Boston, etc., will be gathered by local reporters of the Chicago paper or possibly be procured from the newspaper's morgue. Should the correspondent fail to receive an answer

to his query, he does not send the story. The telegraph editor does not answer queries when he already has the news mentioned or does not desire it.

The work of these correspondents includes, also, the making of investigations and gathering of news on orders from the editors of the papers they serve. An important local story in St. Louis, for instance, may not be complete without facts concerning persons, events, conditions, etc., connected with the story, which can be procured only in Philadelphia. Such a story would have what is known in newspaper offices as a Philadelphia "end." The St. Louis paper's correspondent in Philadelphia, then, would be notified of the story briefly and ordered to gather and send the missing facts from that city.

For gathering the news in the territory in which the paper has most of its out-of-town circulation, news that is of value more because of its local significance than because it arouses interest everywhere, the metropolitan paper usually has a correspondent in each of the towns of any importance within 150 to 200 miles of the city in which it is published. A correspondent of this kind is generally paid at space rates. He may serve papers in various cities, but never rival papers in the same city. When there is any doubt about the news being desired, or if the news is of unusual importance, he sends queries and awaits the instructions of the telegraph editor.

His stories are sent by telegraph, not skeletonized, but written out in full, or, if impossible to get a telegraph wire, he uses the long distance telephone. If he is within a comparatively short distance of the city in which the paper is published, the mail service may permit him to write the early news and send it by letter. Stories, other than those containing news, are generally mailed by the correspondents in this territory.

The correspondent in a small town serving a big daily which circulates in the immediate territory is really a reporter for that paper. He is responsible to the paper for the news of his town and community, just as the staff reporter on a "run" is responsible to the city editor for the news on his run. He should have all of the qualifications of a reporter in the matter of judging, gathering and writing news.

In one respect, however, his work differs from that of the reporter on the city editor's staff—the value of the news he gathers and sends must be determined from a different point of view. His judgment of news cannot be based on the circulation of the paper in his own town and community, but he must consider its circulation as a whole and send only that news calculated to interest the average reader. Hence matter that is purely local, matter that is of importance or of interest to those in his particular locality, generally does not constitute news important

enough to send out. In determining the value of matter for telegraph news, news that is not to be published or circulated in any particular locality, the correspondent must consider:

1. Will it interest the average reader anywhere?
2. Will it interest the average reader in the territory in which the paper has its chief circulation?

In the latter case it will be clear that events may be of value or of added value as telegraph news, merely because they involve persons or interests known in the city in which the paper is published or in its prescribed territory.

Most large papers furnish their correspondents in the smaller towns instructions as to the manner of sending news, the hours the various editions go to press, etc. Special emphasis is placed on the necessity of sending all news at the earliest possible moment to insure its being published in the "mail edition." This edition, generally the first to leave the press, is sent to out-of-town subscribers and contains to a large extent the news of greater general interest rather than local interest. Since, in many of the smaller towns it is often impossible to find persons trained in gathering news for metropolitan papers, the instructions mentioned may outline the character of the news desired and give suggestions as to the manner of judging and writing it. With

the exception of the matter of judging news, these suggestions or instructions will include nothing that a reporter should not know.

Staff Correspondent. When news of vast importance is uncovered at points not too remote from the city in which the paper is published, especially in the small towns within 150 to 200 miles, a staff correspondent is sent to the place. A staff correspondent is a reporter, trained in gathering and writing news of any kind, and in most instances is employed on the city editor's staff when not working on assignments out of town.

Until the staff correspondent reaches the place, the regular correspondent will be given special instructions by wire and his stories used. He will be expected to aid the staff correspondent in every way when the latter arrives and will be paid for his services, accordingly.

The staff correspondent, while out of the city, works under the direction of the telegraph editor. He will be expected to notify his office by wire or telephone when he reaches the scene, keep the telegraph editor informed of his movements, send a bulletin outlining the news he has found and tell what time he expects to file his story on the telegraph wire. Since the staff correspondent is a trained reporter, the gathering and writing of the news is

left much to his own judgment, yet he often receives instructions from his office while working on such assignments.

The staff correspondent also may be sent in advance to cover important events scheduled to take place at an out-of-town point.

Telegraph Editor. The telegraph editor is in charge of the department in which the bulk of the telegraph news—news of a general character and not of a special class is handled. He is responsible to the managing editor for this news, just as the city editor is responsible for the local news. His work may be grouped under these heads:

1. Ordering news and directing the correspondents in the work of gathering it.
2. Judging news.
3. Directing the work of handling news (editing, rewriting, writing of headlines, etc.)

The telegraph editor, or his assistants, reads carefully all telegraph and local news published in his own and rival papers, before beginning work each day. By this reading he becomes familiar with the news that is being developed over the country generally and in the territory near the city; he learns where stories—developments of news already published—may be expected from that day; he finds in various items suggestions for further news or

information on the same subject; he learns where he can procure news of interest to local readers, etc. In this way he can prepare a schedule of news that he can expect; and the places it will be developed, sending out his orders for stories and his instructions to correspondents accordingly. In addition the telegraph editor keeps a schedule of all events of importance which he learns about in advance. By consulting this schedule he learns possibly of news that can be expected that day from the news-gathering association, or stories that will be sent by correspondents. Where such an event is to be covered by a correspondent, instructions may be sent to him by the telegraph editor in advance.

In the telegraph editor's room is found a list of all the places in which the paper has country correspondents; the name and address of the correspondent in each place; his telephone number; name of the paper with which he is connected (if he is a newspaper man); the hours telegraph and telephone service can be procured and other data. When the correspondent leaves his locality temporarily, he is required to notify the telegraph editor in advance, also, to give the name of some person who will supply the news in his absence. In ordering stories from a correspondent, the telegraph editor, generally, will briefly outline just what is desired, the manner of writing it, and always designate the length of the

story wanted, much as the city editor gives assignment to the reporters on his staff.

The telegraph editor may read and act on all queries on news sent in by the correspondents or any news agencies desiring to sell stories. He determines whether the news outlined in the query is likely to be sent by the press association serving his paper, and, if so, whether he will desire a special story; whether the story is of enough value to warrant his buying it, and, if so, what length of a story to order.

Although he often receives suggestions from the managing editor and his work is subject to the latter's direction, the judging of news is left to the telegraph editor. To enable him to do his work successfully, it is necessary that, in addition to his ability to judge news in itself, the telegraph editor possess much general knowledge of the affairs of the world at large and a thorough knowledge of geography.

All telegraph copy goes to the telegraph editor's desk. He glances through it, just as the city editor does the local copy turned in to him. He notes the importance of the story, designates any material changes to be made, (re-writing, changes in the lead, condensing, enlarging, etc.,) indicates the style of headlines and possibly calls attention to errors of importance that he may see. The stories then go

to the copy readers. Should the telegraph editor find in reading the copy, however, that the press association has sent a story which he believes is too brief for his paper, he will retain the story until he has procured, or tried to procure, a larger and more comprehensive story from a correspondent, a news bureau or some newspaper in the territory in which the news developed. Or, he may send the brief story to the printers and use it in one edition, substituting the more detailed story in later editions. Sometimes, too, the stories of a correspondent and a press association on the same piece of news are combined to make a more comprehensive story. In other cases, where the news consists of reports or rumors that cannot be verified, the news stories of a correspondent and a press association will be published separately. One will be designated "By special correspondence," and the other will have a line at the top giving the name of the press association sending it.

In glancing at the copy as it reaches his desk, the telegraph editor may find that a correspondent has not covered a piece of news properly. Again he retains the story or uses it in one edition, meanwhile wiring the correspondent for additional facts. When he finds the copy contains news of vast importance uncovered by one of the correspondents or by the

press association, he may deem it necessary to send a staff correspondent.

The copy readers who handle telegraph stories edit them and write headlines the same as those who handle local stories. In some newspaper offices the two forces of copy readers are combined and under the direction of a news editor or a head copy reader they handle both local and telegraph copy. In other offices they are separated, each force working under a head copy reader.

Because many of the correspondents in the smaller towns are not trained in metropolitan journalism, the copy readers, in addition to the ordinary work of editing and the writing of headlines, will find much re-writing of stories to do. It will fall to their lot, too, to "take" stories over the long distance telephone. Stories, whether from correspondents or press associations, may be cut down or re-constructed, according to the editor, as in the case of local news, and this becomes a part of the work of the copy readers. Other telegraph news comes in bulletin form and detailed information must be procured from the newspaper's morgue. This is often done by the copy reader, although a writer may be employed especially for the work.

All telegraph stories are not published in every edition of the paper. The telegraph editor knows in what sections of the country the mail editions

circulates, for instance, and he will see that this edition contains stories that are of particular interest to that section. The various city editions may circulate in other sections and he will see that news of interest chiefly in those sections are substituted and published in the respective editions. Important news that is considered of world-wide interest or of interest to anybody, anywhere, will be printed in all editions.

The news received by the larger papers from correspondents is sent over telegraph wires which enter the newspaper office. A few of these may be leased wires of some length, but most of them are merely extensions of the wires of the telegraph companies from the nearest headquarters. The instruments and operators are maintained in the newspaper office to facilitate the handling of copy and quicken the service. The press associations generally have their own offices with their telegraph wires and operators and from these offices, distribute copy to the papers they serve in the city.

The telegraph editor may have an assistant (in some cases more than one) who will assume any of the duties of the position that may be assigned to him.

OTHER NEWS ORGANIZATION.

Night Editor. On the morning metropolitan paper, the organization in the news department includes a night editor. The night editor acts as a representative of the managing editor, assistant or night managing editor, he might be called. He begins his diutes when the managing editor has left his office after a day's work. He follows any orders that may have been left to him by the managing editor, assuming the responsibilities of the latter's position until the last edition of the paper has gone to press. His position then is superior in rank to that of the telegraph editor or city editor. To him is left the general supervision of the work in the news department—the gathering, developing, and handling of all stories both local and telegraph. He gives special attention to the afternoon papers, searches the field for possibilities for news and calls the attention of the telegraph editor and city editor to stories that he desires developed or handled in a particular way. He is the final judge of what shall or shall not be printed and all questions relating to news, should any doubt arise, go to him for final decision. Also he determines the size and make-up of the paper and, through his duties as an executive comes in contact much with the mechanical department.

While the duties of the night editor, in respect to the news department, are nominally those of a managing editor, on some papers he is accustomed to direct more in detail, and give more of his personal attention to the work of gathering and handling the news, thus assuming, in part at least, the duties of a news editor. On other papers he acts, also, as make-up editor.

News Editor. The general scheme of organization in the news department of many large dailies includes the position of news editor. On other papers the duties of such a position are assumed by the managing editor or night editor and, in some instances, by the head copy reader. The extent of his duties, in any case, will depend much on the custom of the individual paper.

While the news editor may direct somewhat the work of gathering and developing stories, generally his duties have to do chiefly with the handling of the news, both local and telegraph, taking this responsibility from the telegraph and city editors, who confine their work wholly to the gathering of stories. He scans all copy, the important stories at least, and all proofs of news stories go to his desk. Also, he is informed of all news of importance being developed by correspondents or reporters. Thus he is able to judge the comparative value of the news

gathered by the paper as a whole, and actively direct the work of copy readers in handling it. As the work of gathering the stories progresses, he learns from time to time how much space is still available and takes this into consideration in giving his directions.

Since he keeps informed of all the news that reaches the paper, the news editor is able to judge the comparative value of the stories for another purpose—that of designating the position of all the news stories of importance and the illustrations or cuts. He prepares a schedule or "dummy" showing the pages and the positions on these pages where he desires the stories. Special attention, of course, is paid to page 1, on which are the stories of greatest importance. The "dummy" is given to the make-up editor, or printers in charge of the make-up of the paper.

The news editor in directing the work of handling the news, too, sees that stories of interest to a particular territory are published in the edition circulating in that territory and that all stories of unusual interest or importance are published in all editions.

Make-up Editor. Responsibility for the dress, the physical appearance of the paper, that is, the general arrangement of the cuts and stories, rests with the make-up editor. His work is done in the

composing room. There he personally directs the work of placing in the forms the stories which come in type, and the cuts, after the editors and proof readers have finished with them.

The make-up editor does more than produce printed pages that are pleasing to the eye. He must possess ability to judge news as the other editors, for the arrangement of all news matter to be effective will be based on the value or importance of the individual stories, conforming at the same time to physical conditions, such as space or advertisements.

The "dummy" sent to the make-up editor by the news editor, night editor, or managing editor, may show in detail the make-up desired for page one and designate on what pages other stories and cuts are desired. The make-up editor will be guided by this "dummy" often almost wholly for page 1, and as far as possible for the other pages, filling in and placing all other stories on his own judgment and responsibility. He is furnished proofs of all news stories and thus is enabled to know the comparative value of each. Each large paper also has its own general style of make-up and rules conforming to this style must be followed.

The make-up editor's work has not ended when the first edition has gone to press. In the various editions issued by the large papers, the arrangement of

the news matter may be entirely different. Fresh news may supplant the stale or news of less importance; later developments may change the importance of a story, hence, also, its position in the paper; and news that has been given prominence in one edition, because of the territory in which that edition goes, may be cut down or left out entirely in another. Only when the forms for the last edition have been made up has the make-up editor's work ended.

Morgue. "Morgue" is the name applied in most newspaper offices to a reference library, arranged and equipped to fill the particular needs of a newspaper. To the large daily paper, it is considered indispensible for furnishing the news comprehensively.

The morgue, in most newspaper offices, is maintained as a separate department with a librarian in charge, and the same general methods in cataloguing and indexing used in any library are followed. To show something of the character of the data collected, the equipment of the morgue of an average metropolitan paper is given here:

1. Reference works of all kinds (including especially, biographical, historical and geographical data.)
2. Complete files of the paper. (All matter of importance in each issue is indexed.)
3. Clippings from newspapers and periodicals bearing on topics, places, persons, or events of importance, both local

and of the world at large. (The clippings bearing on the same subject are grouped and filed according to the system used.)

4. Pictures and cuts of scenes, buildings, persons, etc., both local and of the world at large. (These are filed and catalogued, ready for instant use.)

A newspaper morgue may contain much more, but the foregoing are its distinctive features. Its object is to furnish quickly information on every conceivable subject, and pictures. No better illustration for showing its value and the manner in which it is used by the news department can be given, possibly, than the case of the reported discovery of the North Pole by Dr. Frederick A. Cook, an event of international interest, and hence news of extraordinary importance. The first news of the reported discovery reached the great majority of the newspaper offices in the bulletin form. This bulletin sent by the news-gathering associations told briefly that the explorer was on the way home and that he had announced the success of his expedition. The moment this bulletin was received, the morgue became indispensable for preparing for a "big" story. It furnished the writers especially assigned to the task, material for a story of any length, containing features such as these:

Who is Dr. Cook? (Sketch of his life, his home, his family, his record as an explorer.)

When did he start on the expedition? (Story of

his departure, his equipment, his companions, various reports on his progress, etc.)

History of attempts to find the North Pole. (When was the first attempt made and by whom? Other explorers and their progress. Conditions found and obstacles met in the various attempts.)

For news as important as that of the finding of the North Pole, a story would not be considered complete or comprehensive without such details. The news-gathering associations may have supplied them in part, but they were depended on to furnish the current news of the explorer, where he was, when and where he announced his success, what he says, what he found, etc., also the news of scientists over the country on the effect of the discovery of the pole.

The morgues also enabled newspapers to publish a picture of Dr. Cook at the time he announced his discovery.

In a similar way the morgue is relied upon every day to furnish information and illustrations for many news stories in the large newspaper office. It is an aid in the matter of writing stories of local interest as well as stories containing telegraph news. Should the mayor of a city, or any other person of prominence be killed, the papers of that city could, within a few minutes prepare a complete biographical sketch of his life from the morgue (if a sketch already prepared is not on file) and print it, as well as pictures,

with the story of the death. In the case of news of a widely-known person, news-gathering associations often furnish brief bulletins only and it rests on the papers to supply, from their morgues, information concerning the person. The morgue, too, furnishes descriptions and pictures of places where news of importance has developed; information of former events and the persons involved, in which there have been new developments, and similar data. The better eqiupped morgue a newspaper has, the sooner the news can be prepared for publication and the more comprehensive are the stories when published.

PART IV. NEWS WRITING.

I. Writing for Newspapers.
II. Writing the Story.
III. What to Avoid.
IV. Use of Words.

I. WRITING FOR NEWSPAPERS.

Writing for newspapers requires that certain practices of a technical nature be observed. As in any other writing, certain elementary requirements are essential.

Preparation of Copy. Paper for the writing of stories (copy paper) is furnished to reporters. Each newspaper maintains a supply of uniform size, color, and material. This uniformity enables copy to be handled more quickly and more easily, hence reporters will be expected to use the paper furnished. This paper is unruled and the sheets should never be fastened together. While there are many markings used by editors and copy readers for the guidance of printers, the principal rules governing the preparation of copy, and those markings the reporter should know, are given here:

1. Write on one side of the page only. Write the long way of the page.

2. Number each page at the top or in one of the upper corners, underlining or encircling the figures to show that it is a page number. Where pages are inserted, use letters, as 1a, 1b, etc.

3. Use the paragraph mark (¶) at the beginning of each paragraph. Begin each paragraph on a new page. (Where

haste is necessary, this allows the copy readers to send the story to the printers a few sheets at a time or by paragraphs.)

4. Do not crowd the writing on a single page. Leave wide margins and plenty of space between lines. (This gives room for markings and changes made in editing.)

5. Erasing requires too much time. Cancel words, sentences, etc., by drawing lines through them.

6. Abbreviations: Use only abbreviations that are generally known and cannot be misinterpreted. A circle around an abbreviation or figure denotes that it is to be spelled fully by the printers in setting it in type. (ex. Mo., 10, each with a circle, will be printed —Missouri, ten.) The circle will have the reverse meaning where words are spelled in full. (ex., Missouri, ten, when encircled, will be printed—Mo., 10.)

7. Do not divide a word at the end of a line or at the end of a page.

8. Copy in Handwriting: Pencils (soft lead) are used almost exclusively. Write in large hand and, most important of all, legibly. Make all markings, punctuation, quotation, and parapraph marks clear and distinctive. To avoid confusion in letters, overscore an n, underscore an u; overscore an o and underscore an a. To insure the printing of a capital letter, draw three lines under the letter. Proper names might well be printed instead of written.

9. The Latin word *stet*, written in the margin opposite canceled matter, means that the matter is to be used as originally intended.

10. Where words are intentionally misspelled or for a purpose words, abbreviations, terms, etc., are used in violation of the paper's style, encircle them, draw a line to the margin and at the end of the line write "follow copy." (This will insure against changes by proofreaders or printers.)

Use of Typewriters. So general is the use now of typewriters in newspaper offices, that training in writing on the machines has become almost necessary for the reporter. Some newspapers require that their reporters know how to use a typewriter and only in exceptional cases accept copy that is not typewritten.

Typewritten copies does away with the many inaccuracies and errors due to illegible handwriting. It is edited more easily and facilitates the work of the printers in setting stories in type. Also much time is gained by the reporter, himself, in typewriting, for if he is fairly expert in the use of the machine, he can produce copy much more quickly than if he wrote by hand, taking only the physical conditions into consideration.

Objection has been made that the best results in writing are not evident when a typewriter is used, since the writer must devote some attention to the mechanism of the machine, thus diverting his thoughts. If such is true it is due chiefly to the fact that the writer is not trained in typewriting and is not thoroughly familiar with the use of the machine.

English. A thorough—not fair—knowledge of the English language, its use, and grammatical construction, is absolutely necessary for all forms of writing. Writing for newspapers is not an exception.

Such an education is considered preparatory, a preliminary step for the one who is to take up journalism as a profession. Copy readers and editors, it is true, correct errors in grammar and improve the English used, but they are not expected to act in the capacity of teachers. Every correction they make reflects on the ability of the reporter. Repeated mistakes of a like nature discloses a reporter's incompetency. A perfect understanding of the English language gives the writer his essential power—the power of expression.

Every reporter should write on the assumption that his copy is ready for the printer when it leaves his hands. As far as possible he should lose sight of copy readers and editors. To do this his copy should be perfect as to capitalization, spelling, punctuation, paragraphing, and the use of quotation marks. It is a mistake to believe that because much of the writing for newspapers is done hastily these points may be slighted. The copy of the reporter, although often his time for writing is reckoned in minutes, must be as "clean" and carefully constructed as the manuscript of the author who has had unlimited time.

Official Titles, Names. Attention has been called to the necessity of guarding against inaccuracies in gathering facts. The same carefulness is

necessary in writing. So great is the tendency of the beginner to make errors in official titles and names that a warning against this particular form of carelessness is warranted. All firms, companies, etc., are incorporated under certain titles or company names. The official title should be used always when the reporter refers to the firm or comany in his writing.

Certain persons have the right to certain titles, such as doctor, colonel, professor, judge, etc. Often these titles are used too freely or erroneously by reporters. The writer should be careful to learn whether or not a person has a right to the title before using it, and whether the title is not one that has been awarded gratuitously by friends—a nickname.

The practice, too, of using a person's profession or trade as a title is condemned. The expression "Lawyer Jones" is no better than "Bricklayer Smith," yet no writer would think of using the latter. The correct form would be "B. B. Jones, lawyer."

Misspelling of proper names, especially the names of persons, is a common error in newspaper writing. Where there is any doubt, the reporter should ask for the correct spelling when he is procuring facts for his story. Smith, for instance, might spell his name "Smythe."

II. WRITING THE NEWS STORY.

One aim of every newspaper, it can be safely said, is to incorporate its news in concise, attractive, smooth reading stories—stories that tell effectively, and to the point, facts, conditions, and events as the reporter has learned them or has seen them. There is no set style, no rules that govern any individual story any more than there are rules for gathering individual stories. However, all writing of news may, in a very general way, be summed up under what is often termed "newspaper style" in opposition to the fiction or magazine style. As an illustration of the difference, the climax (important, startling or unusual features) is not hidden in the body of the story or reserved for the end, and events or facts do not necessarily follow in chronological order, but more often in their order of importance as news features. In this respect, writing a news story is unlike any other form of writing. There may be a resemblance in articles on timely subjects in the magazines of today which are journalistic in character. This is the result more of the influence of what has been referred to as "newspaper style" rather than a leaning toward magazine style.

A news story of any length or importance, if it is properly written, may be divided thus:

(1.) lead.

(2.) body of story.

Lead. The lead (introduction) to a news story frequently proves a stumbling block to the beginner. Often, also, it puzzles and tests the qualities and training of the experinced writers. What the lead shall contain and how it shall be written must be determined by the writer himself in accordance with the piece of news he has obtained. The theory advanced by some that every lead should answer certain questions such as who? why? etc.; or that the whole story should be told briefly and in a general way in the first paragraph or two, has been discarded by some newspapers. Such a lead, while it might be well for one story, might be wholly ineffective in another. Any attempt to give specific rules for the writing of a lead, then, would be as futile as an attempt to dictate a style that would fit the writing of all news stories.

How shall I begin? What shall I make the lead? This much may be said: To determine the question the writer must necessarily have a knowledge of news features. An ability to recognize the relative importance of the news facts or features obtained is as essential in writing as a "nose for news" is in

gathering news. Before writing a story, analyze all matter you have at hand for that story. Consider the facts in their relation to a news story and consider them from every possible angle. The fact or facts (features in the newspaper term) of the greatest importance as news—namely, of the greatest general interest—should be the material for the lead. Such fact, or facts, serve as a foundation for the building of the story. The body of the story may consist of news features of secondary importance, giving details without repetition.

Originality. That sameness, monotonous tone of newspaper pages is what all editors try to avoid. Originality in the treatment of stories, expression and style should be the aim of every writer for newspapers. It will win recognition more quickly, perhaps, than any other single qualification in writing. Especially is this true in reference to the writing of leads. That reporter who succeeds in giving the lead to a story an original turn, who presents the news features in a forceful, attractive manner, but in a manner out of the ordinary, has achieved something worth while. It may be only a word, an expression, or a single sentence employed in the manner of expression; it may be the interpretation of a news feature or the discovery of an unique news feature. No matter in what way the originality is apparent,

it serves always to attract and please the reader.

The writer should be careful to avoid using the same style of writing in beginning his stories. Often too many stories begin with proper names. In some cases it is the logical way, but for the sake of variance, it is worth noting that it can frequently be avoided. The practice of beginning interviews with a direct quotation is one that is often abused. Such a beginning is good only when the quotation contains something of striking importance and necessary when it cannot be forcibly expressed in any other manner. The foregoing, however, are only two examples of many that tend to lend a sameness to newspaper stories. And lastly, originality should extend to every phase of writing and to the entire story.

Simplicity. For newspaper writing the short, simple sentences are the more effective. Simplicity in grammatical construction and simplicity in style best serve the purpose. Long, involved sentences are never necessary, while the short, crisp sentences give that desired quality—terseness. In a like manner the use of the simple, common words, where such words will express the exact meaning desired, are to be preferred.

Clearness. Before attempting to write any news story, it is necessary for the writer to have his facts clearly in mind. If he has not, then a hazy, unsatisfactory story probably will be the result. Ability to express oneself clearly is essential to all manner of writing. In newspaper writing every sentence should be clear and to the point. Disregarding any chance for inaccuracy, there can be no excuse for the reader misunderstanding or being in doubt, either through the writer's inability to know his subject or lack of power to express himself clearly. Clearness includes, also, the correct use of words and terms.

Naturalness. Any attempt to strain for effect in writing will prove fatal. Any style or manner of treatment of stories that is acquired by force represents so much energy wasted. Naturalness and simplicity probably are the most powerful factors in expression. A fact stated simply and naturally, is stronger and more effective than any elaborate combination of words or phrases. If more reporters would "write as they talk," many newspapers would be brighter, better, and more widely read, providing, of course, the reporter's use of the English language in conversation is correct, as it should be.

"How shall I write it?" is a question often put to the city editors by reporters. On one of the leading

well-edited papers of this country the city editor's reply is often this:

"Write it just as you told it to me."

The result is that this city editor generally receives a pleasing, interesting, natural and original story.

Action in Writing. To do justice to a news story the reporter should, whenever possible, write while the facts are fresh in his mind; while he is in the mood or is imbued with the spirit of the story. With the events, scenes, etc., stale in his mind, it is possible that his story will be mechanical and his writing will lack action or breeziness. The dry, monotonous accounts, accounts which lack any element of spirit or forcefulness, go to make up an inferior grade of writing.

"A good story, if it had been properly handled"—that comment heard almost daily in every newspaper office is due in most cases to a lack of spirit in writing, a lack of action or "swing" to the story.

Compression. The primary object of every newspaper reader is to get the news, just as the aim of every newspaper is to furnish the news—and all of it. A newspaper, at least that part which has to do with news, is not read for amusement and seldom at leisure. Necessarily, then, the writing of news stories must conform to the newspaper's particular

aim. Once the writer has sifted out those facts of sufficient importance to give to the readers, he must compress them into as little space as possible. These facts must be given briefly and tersely. The rambling, space-filling story, the story with a superfluity of words or phraseological expressions is not suitable for a newspaper. Make every sentence tell something, and at the same time make it concise and clear.

Condensing in writing applies in general to the style of expression, but more particularly to the use of words and phrases. Where one word will express the meaning clearly, use that one word instead of three of four.

Examples:

To or for—for the purpose of.
Escaped—made his escape.
Burned—destroyed by fire.
Appeared—made his appearance.
About—in the neighborhood of.
Feel—experience a sensation.

In a similar way condensation may be effected by using the short, simple word for a longer equivalent.

Examples:

Talk—converse.
Show—demonstrate.
Pay—remunerate.
Live—reside.

Condensing in writing does not mean that any facts worthy of noting are to be eliminated. Physical conditions surrounding the printing may make this necessary sometimes, but the matter of deciding what facts shall or shall not be written rests with the writer's ability to judge news.

It may be well to note here that condensation of news is necessary also because newspapers, without exception almost, have at their command more news than they can print. Thus it is evident that brief, concise stories will allow the printing of more news, news that otherwise would be crowded out.

Use of Direct Discourse. In expressing the thoughts or sayings of others, the writer often may make his story more effective by using direct discourse. Too much care, however, cannot be exercised when this is done. While some editors contend that quotations, if they express the thought and sense correctly, need not be verbatim, it must be admitted that there should be little latitude. The speaker's own words should be used wherever possible and often, if the reader is to acquire the exact thought and learn something of the manner or character of the speaker, they must be given.

A single or a brief quotation, although it may be all that is of importance as news, should not be used alone in a story, in speeches of length or where the

speaker has given an interview or statement of length. The speaker in such an instance is done an injustice. The quotation should at least be supplemented by brief information on the statement or speech and other thoughts expressed, although they may have no direct connection with that part quoted.

III. WHAT TO AVOID.

While there is no uniformity of style applicable to newspaper writing, there are certain general practices which all writers of news stories must avoid. A few of those which most beginners fail to exclude from their writing will be considered here.

Editorial Comment. In addition to giving facts, it is often the reporter's duty to interpret these facts. In such cases care must be taken to distinguish between interpretation and editorial comment. The right of forming personal opinions, rendering decisions and judgments on news events is not for the news-gatherer and reporter, but is reserved for another department of the newspaper, in case the paper desires to make any such comment. The editorial "we", so often used by beginners, must be eliminated from his lexicon. It is for use only in the editorial columns of the paper. Anything that gives the writer's personal opinion should not be written. A rule that will apply in nearly all cases is: Write the facts and allow the readers to form their own opinions.

The effect of a news event on those who witnessed it, those concerned or the writer, himself; or a fore-

cast of the general effect of a news event cannot be classified as comment. It more properly comes under the head of interpretation, especially if the writer's deductions are logical, founded on facts and free of individual opinion. The writing of the opinions of others, of course, is a part of the reporter's work.

Personality of the Writer. Wherever possible the writer should exclude all reference to himself. The personal pronoun "I" is used only in direct discourse, unless in one of those rare instances where the writer or reporter is allowed to sign his story. The readers are not interested in the reporter—what he said, how he obtained the story, etc. Their interest is centered in the news itself. There may be occasions when the reporter, himself, is involved in the news, or his manner of getting it is worthy of noting, but they are rare. Even where the reporter records in his story questions asked by himself, his own personality need not become a factor in the news story which results.

Repetition. A statement of facts should never be repeated in a news story. In some instances where the important features are summed up and treated generally in the lead, this may at first appear difficult. The details may be given, however, without

repetition. Care should be taken not to repeat the same word or expressions in a sentence and not to use them too often in the same paragraph or story.

A story that contains repetitions of facts, words or phrases is not smooth reading and certainly not well written.

"Coloring" of Facts. Fairness and impartiality enter into the writing of a news story, particularly where the news reflects in any way on any person or institution. Where there is more than one point of view, all should be given. Where the story includes a charge or accusation of any kind, it should include, also, a defense, if one is available. A news story is unsatisfactory if not complete and it cannot be complete if only one point of view is given.

A tendency or temptation, it may be called, often exists to employ imagination or inflate the facts, with a definite purpose in mind. Perhaps the purpose is merely to enhance the value of the story with a view of winning greater recognition for work. No matter how harmless, how trivial this may be, it is a dishonorable practice and is so considered by all newspapers. It is a temptation constantly presented to country correspondents of metropolitan newspapers and should be carefully guarded against.

Extravagant Phrases. Meaningless, extravagant words and phrases are usually found in "fine writing," a style of writing not suited for news stories. Do not attempt flowery language or flowery method of expression. It is far less effective than the simple, matter-of-fact writing. This extravagance may be avoided chiefly by moderation in the use of adjectives, figures of speech and comparisons.

Adjectives. Before using an adjective consider whether or not it adds to the effectiveness of your writing; whether or not it is needed; whether or not it expresses your meaning. Here are examples of adjectives which are meaningless because they are unnecessary or trite:

Sad news of his death—news of death is always sad news.

Prominent farmer—meaningless, through extravagant or indiscriminate use.

Beautiful woman—all women are supposed to be beautiful.

Dull, sickening thud—trite; find some other descriptive expression.

Figures of Speech. Figures of speech should be used only when the writer is sure they express clearly and simply the desired meaning. Comparisons, to be effective, should be original and, above all, truthful.

Examples:

Largest audience ever assembled—conventional; how often is it true?
Hardest fought game ever seen—too often untrue.
White mantle of snow—time-worn.

Trite Expressions. Since originality should enter into every phase of writing for newspapers, it is necessary to avoid the use of all trite expressions. Mottoes, proverbs, sayings and expressions that are time-worn, are not pleasing to the readers. For a time after each came into use, perhaps, it was effective, but the writer must know there is a limit to the readers' endurance. Readers like variety, hence the need of originality in expression. A burglar, for example, need not always "prowl"; a working man is not necessarily a "horny handed son of toil"; steamships may not be "ocean greyhounds"; flames do other things beside "lick" and "leap" and reports may spread in some manner other than "like wild fire."

It has been charged by some that the present day reporter is not progressive; that he still clings to the old, stereotyped words and expressions. Unfortunately, this is true in part. Some newspapers (the unprogressive) still permit the use of such expressions as these:

Daring robber; among those present; brilliant

speaker; atrocious crime; rumor is rife; Cupid's arrows; large and enthusiastic; briny deep; wee sma' hours; angry waters; well known; great excitement; greatest sensation; admiring friends; knight of the grip; floral offering; well dressed stranger; innocent bystander; like a mill race; etc.

But the well-edited newspapers (progressive) have barred expressions such as the forgoing and more and more newspapers are becoming of the progressive type. In the future the successful writer must be the one who trains himself to employ originality and discard those things which have an element of triteness.

Generalities. A beginner in newspaper writing often makes indefinite statements, a mistake that tends to characterize his work as incomplete, or unsatisfactory to the reader. "Many," "few," "a number of," "several," and similar expressions should be used sparingly. Where it is impossible to give the exact number, give the approximate number, or at least express it in such a way that the reader may have more than a hazy idea of the number meant.

The necessity for definite statements applies not only to number, size, location, etc., but to all matters touched upon in news stories.

IV. USE OF WORDS.

Essential to effective writing is a knowledge of words. Aside from pure diction, this will insure for the reporter at least these qualities of expression of in his story:

1. Clearness.
2. Accuracy.
3. Originality.

Knowledge of words means more than mere familiarity with the meaning of a large number of words. It involves an ability to use *the right word in the right place*, or ability to use the word which will express the *exact* meaning of the thought to be expressed. It includes also a knowledge of the individual shade of meaning and the correct usage. With such a knowledge, the writer should still remember that in choosing, the short, simple words are to be preferred, particularly in writing for a newspaper.

In discussing a way of acquiring a knowledge of words, J. Berg Esenwein notes these three points:

1. Gather words from stories of effective writers. When you see an unfamiliar word jot it down, look it up and master it.

I have in mind a writer and speaker of superior attainments who acquired his vocabulary by noting all new words he heard or read. * * * Soon his vocabulary became large and exact.

2. Form the dictionary habit. Do not be content with your general knowledge of a word. Press your inquiry until you have grasped its individual shade and usage. Fluency may become despicable, but accuracy never. The dictionary contains the crystallized usage of intellectual giants. * * *

3. Seek diligently for the right word. This involves a careful study of synonyms and antonyms. * * * The same brilliant Frenchman (Flaubert) sent this sound advice to Guy de Maupassant: "Whatever may be the thing which one wishes to say, there is but one word for expressing it, only one verb to animate it, only one adjective to qualify it. It is essential to search for this word, for this verb, for this adjective, until they are discovered, and to be satisfied with nothing else."

To illustrate the individual shades in meaning of words in common use in newspaper writing, a few examples are given here:

Haste, hurry. Haste implies action with speed or eagerness; hurry implies haste with confusion.

Genius, talent. Genius is the result of nature; talent is that acquired by mental training.

Leave, depart. Leave requires an object; Jones left the city for the east; Jones departed for the east.

Home, house. Home conveys a deeper meaning: that of the life within; house should be used when the writer has in mind the building only.

Believe, think. Believe denotes result of ponderance or consideration; think implies a conclusion without either.

Since there is a tendency toward sameness in the character of the news printed from day to day, the same words are employed by the newspaper writers. The following list, while incomplete, will give examples of words commonly misused by reporters and often seen in those papers which are not well edited:

Loan—noun only; the verb is *lend.*

Over—incorrectly used for *more than* (referring to number.)

Less—incorrectly used for *fewer than* (referring to number.)

Accused—not a noun.

Occur—things occur by accident.

Take place—things take place by design.

Secure—incorrectly used for *obtain* or *procure.*

Per—to be used before Latin words only; write "ten cents a yard," not "ten cents *per* yard."

Grow—incorrectly used for become; e. g. "he *grew* ill."

People—often incorrectly used for *persons.*

Suspicion—noun only.

Balance—used improperly for *rest.*

Burglarize—not a good word.

Alleged—used incorrectly for *say* or *assert*; law term to be used only in cases of formal charges.

Donate—used incorrectly for *give.*

Suicide—it is not a verb.

Past—write *last* week, not *past* week.

Commence—not a good word; use *begin.*

Dirt—often incorrectly used for *earth.*

Curious—incorrectly used for *odd.*

Civil Service—should be followed by word *reform*, when that is meant.

Alternative—another alternative or two alternatives impossible; means, choice of two things.

Divine—not a noun.

Groom—incorrectly used for *bridegroom.*

Claim—should not be used for *say* or *assert.*

Party, parties—improperly used in referring to a *person*, or *persons.*

Locate—incorrectly used for *find.*

Awarded—Write: A prize was awarded to Smith; not—Smith was awarded a prize.

Presented—Write: A watch was presented to Smith; not—Smith was presented with a watch.

Given—Write: A dinner was given to Smith; not—Smith was given a dinner.

During—correct only when it conveys the idea of continuity.

As though—incorrectly used for *as if.*

Render—often improperly used for *sing, recite, or play.*

But—incorrectly used for *only.*

Execution—improperly used for *execution of the death sentence.*

Graduated—Write: Smith *was graduated*; not—Smith *graduated.*

None were— *None* is followed by singular verb.

The following are barred generally by the well edited newspapers, for various reasons:

Gentleman—use *man.*

Lady—use *woman.*

Honorable (*Hon.*)—a title laid aside except in Great Britain because of indiscriminate use.

Awful—rarely conveys meaning intended.

Dress suit—use *evening clothes.*

En route, etc.—sample of foreign expressions, used when English will express the meaning clearly; use *on the way.*

Xmas—use *Christmas.*

Deceased—use name of dead person.

Corpse—use *body.*
Interment—use *burial.*
Shipped—use *sent* when speaking of body.
Limbs—use *legs.*
Elegant—overworked.
Nice—overworked.
Female—use *woman.*
Poetess, authoress—use *poet, author.*
Better half—trite; use *wife.*
Fair sex—trite; use *women.*
Hop—use *dance.*
Casket—*Coffin* is better word.

PART V. A STYLE BOOK.

A STYLE BOOK.

Every newspaper employs individual details of style relating to capitalization, spelling, abbreviations, local names, etc. Often style books covering these points are issued by newspapers for the guidance of their writers, proofreaders and compositors. The following style book, excluding all matters of local style, is used by the School of Journalism of the University of Missouri:

GENERAL INSTRUCTIONS.

Accuracy, terseness and fairness are chief requisites of a good news story.

Avoid complex sentences. Stories should be written as simply as is consistent with graphic and accurate description. Write within the space assigned.

In "covering a beat" reporters finding news of unusual importance should telephone the office at once.

Do not misspell names. Don't be afraid to ask how names are spelled. What you think is "Smith" may be "Smythe."

In taking names over the telephone, insist that doubtful names be clearly indicated: "s" and "f," "b," "v" and "d," "m" and "n," sound alike over a telephone.

Never write as a journalist what you would not write as a gentleman.

Above all else: Accuracy, Accuracy, Accuracy.

PREPARATION OF COPY.

1. Use the typewriter.
2. Use double or triple space on the typewriter.
3. Write your name in the upper left-hand corner of the first page. Number each page.
4. Leave a margin of at least an inch and a half at the left, and begin your story about the middle of the first page.
5. Write only on one side of the paper.
6. Indent for paragraph half the width of the page.
7. Never divide a word from one page to another. Avoid dividing a word.
8. Do not write over figures or words. Scratch out and rewrite.
9. Do not fasten sheets of copy together.
10. Be particularly careful, if obliged to write long-hand copy. Underscore u and overscore n when there is any chance of confusion. Likewise, underscore a and overscore o. Print proper names and unusual words.
11. When pages are inserted, use letters. For example, between pages 3 and 4 number the inserted pages 3a, 3b, etc.
12. A circle drawn around an abbreviation indicates the word is to be spelled out. A circle around a spelled-out word indicates it is to be abbreviated.
13. Use an "end-mark" to indicate your story is completed. A cross made of parallel lines or the figures "30" in a circle may be used.
14. Read over your story carefully before handing it to the city editor.

15. When there is any chance that a word intentionally misspelled, as in dialect, will be changed by the printer, draw a circle around the word, run a line to the margin and there write "Follow Copy." This will show that the copy is not to be changed.

CAPITALIZATION.

CAPITALIZE.

1. Names of associations, societies, clubs, companies, etc., as Glee Club, Odd Fellows, Payne-Roth Grocery Company, National Association of Advertising Managers, Columbia Club.

2. University, college, academy, etc., when part of a title, as University of Missouri, Central College. When not connected with a name use lower-case, except in reference to the University of Missouri, which is to be distinguished as the University .

3. Building, hall, house, hotel, etc., when used with a distinguishing name, as Athens Hotel, Nowell Building, Columbia Theatre.

4. Names of all University of Missouri buildings, as Switzler Hall, Dairy Building, Laws Observatory.

5. Names of all political parties, as Democratic, Republican, Socialist.

6. Principal words in titles of books, plays, addresses.

7. Titles when preceding the name, as President Hill, Doctor Jones. But use lower-case when the title follows the name, as Doctor Hill, president of the University.

8. Distinguishing name only referring to wards, streets, avenues, railroad stations, mines, etc., as North Ninth street. Third ward, Wabash station, Yellow Dog mine.

9. Specific names of courts of record, as Boone County Circuit Court, Kansas City Court of Appeals, Missouri Su-

preme Court, but use lower-case when qualifying name is not given, as the circuit court, the supreme court.

10. Holidays, as Fourth of July, Columbus Day.

11. Sections of the United States, as the North, the West, the Middle West, North Atlantic States.

12. Nicknames of states and cities, as Buckeye State, the Hub (Boston).

13. Names of all races and nationalities except the negro, as Italian, American, Indian.

14. The name of a bill, act, amendment, etc., as Good Roads Bill, Eleventh Amendment.

15. All names and pronouns referring to the Deity.

16. Such names as First Regiment, Company B, National Guard, Grand Army of the Republic, Missouri State Militia.

17. President when referring to the President of the United States, and titles of all national cabinet officers, but do not capitalize city councilman, chief of police, sheriff, etc., unless they are used before the name.

18. Nation, Union, Republic, Federal, National, etc., in reference to the United States.

19. North Pole, South Pole, South Sea Islands, Cape Hatteras, Hudson Bay, Mississippi River, and all such words when they are used as a specific name.

20. The names of such notable events and things as the Declaration of Independence, the War of 1812, the Revolution, the Government (referring to the United States), the Spanish-American War, the Reformation, the Civil War, the Confederate States.

21. Bible and words that refer to it, as the Book of Books, the Scriptures.

22. Congress, House of Representatives, Senate, Assembly but use lower-case when title is not official, as lower house, legislature, both houses.

23. King and all titles of nobility referring to specific persons, as King of England, Duke of Wellington.

24. Such terms as Stars and Stripes, Old Glory, Union Jack, White House, Old Gold and Black, referring to the University of Missouri.

25. The nicknames of baseball teams, as Chicago Cubs, St. Louis Browns, Kansas City Blues.

26. The names of all religious denominations, as Baptist, Quaker, Mormon, Methodist.

27. Distinctive names of localities in cities, as West End, Happy Hollow, Back Bay (Boston), etc.

28. Church, when used in a specific name, as the First Baptist Church.

29. The names of the larger divisions of the University, as College of Arts and Science, School of Journalism, etc. But do not capitalize the names of departments, as chemistry department, history department.

30. Tigers, referring to the football team (but not scrubs), and Columns, referring to those on the University campus.

31. The names of all standing committees of the University of Missouri, as Athletic Committee, Committee on Student Activities, etc., but use lower-case for any other committees, as the railroad committee of the Commercial Club, an entertainment committee.

32. City Council, when referring specifically to the Columbia City Council.

Do Not Capitalize:

1. Names of seasons.
2. Degrees when they are spelled out, as bachelor of arts.
3. Points of the compass, as north, south.
4. Postoffice, courthouse, poorhouse, council chamber, city hall, armory, president's house, navy, army, cadets, fraternity (as Phi Delta Theta fraternity), justice's court, police court, women's parlors.

5. Professor, unless preceding a name.

6. Club, society, company, etc., when not used as a specific name.

7. Names of schools or divisions in other universities and colleges, as school of music, Stephens College.

8. Senior, junior, sophomore, freshman. (And remember the adjective form of freshman, not freshmen.)

PUNCTUATION.

1. Do not use period after per cent.

2. Run lists of officers thus: President, John Jones; vice-president, Henry Smith; treasurer, John Brown.

3. In lists of names and addresses use this style: John Jones of Kansas City, A. W. Brown of Mexico, Mo., and Fred Smith of Scranton, Pa. Where more than three names are given, drop "of" before name of city, thus:

John Jones, Kansas City; A. W. Brown, Mexico, Mo.; Fred Smith, Scranton, Pa.

4. Use no comma in 5 feet 8 inches tall, 3 years 6 months old, etc.

5. Give scores thus: Missouri 8, Kansas 5.

6. In summary of atheltic events use this style:

100-yard dash—Smith, first; Jones, second; Brown, third. Time, 0:10 1-5.

7. Do not use comma before the conjunction "and" in a series, such as Fred, John and Henry.

8. Write: Room 1, Academic Hall.

9. Use colon before a quotation of more than one sentence and always when quoted matter begins a new paragraph. Use colon before a series introduced by "as follows," "thus."

10. Use commas only when they will be of service in unfolding the sense. In case of doubt, omit.

QUOTATION.

1. Quote titles of books, plays, paintings, operas, songs, lectures, sermons, etc. Be sure to include "the" in the quotation if it is a part of the title, as "The Scarlet Letter."
2. Do not quote names of newspapers and periodicals.
3. Do not quote extracts that are indented or set in smaller type than the context.
4. Do not quote the names of balloons, cars, steamships, horses, dogs.
5. Do not quote the names of characters in plays or books.

FIGURES.

1. Use figures in giving ages, as 71 years old.
2. Use figures for sums of money, as $3.87, unless an indefinite sum is mentioned, as a dollar, about five hundred dollars.
3. Use figures for all athletic records, as a pole vault of 10 feet 2 inches.
4. Use figures in all matter of a statistical or tabular nature.
5. Use figures in giving time by the clock, as 10 o'clock, 10 a. m.
6. Use figures for street numbers, as 10 West Broadway.
7. Use figures for dimensions, votes, per cents, calibres, dates, degrees of temperature, betting odds and bond terms.
8. In all other news matter spell out definite numbers up to 100; beyond that use figures. Exception—When a number of two figures occurs in proximity to one of three or more, both shall be put in figures, as 60 women and 741 men.
9. Spell out all approximate numbers, as nearly a thousand, a dozen, three or four hundred, half a million.

ABBREVIATION.

1. Abbreviate Sr., and Jr., following names. Write thus: John Smith, Jr.

2. Abbreviate names of states when used after name of town or city, as Columbia, Mo. Observe this style: Kas., S. D., Ok., Cal., Colo., Ariz., N. D., Pa., Neb., Wash., Mont., Wyo., Ind., Ia., Ore., Tex. Do not abbreviate Maine, Ohio, Idaho, Utah, Alaska.

3. When used before the full name abbreviate Dr., Prof., the Rev., as Dr. J. C. Jones, Prof. W. A. Smith. Spell out when used before the surname only, as Doctor Jones, Professor Smith.

4. Always use "the" before the title Rev., as the Rev. William Brown; if surname only is used, make it the Reverend Mr. Brown. Usually it is sufficient, after the full form has once been used in the story, to say Mr. Brown.

5. Always spell out per cent, street, avenue, railway, brothers, fort (as in Fort Worth), mount (as in Mount Vernon.)

6. Spell out names of the months, except in date lines. Always spell out names of the days.

7. Never abbreviate proper names, as Jno., Geo., etc.

8. Spell out military titles, as colonel, lieutenant, general, though abbreviation in headlines is permitted.

9. Abbreviate Mr. and Mrs., Mme., Mlle., Mgr.

10. Spell out names of the political parties, except in giving election returns.

11. Spell out governor, superintendent, president.

12. Use this style in referring to a company: The James Smith Baking Company, or James Smith & Co., bakers. In railways use long "and," as Chicago and Alton.

13. Abbreviate the word "number" when followed by numerals, as No. 10.

14. Class of '04 may be used for class of 1904.

15. Never use "Xmas" for Christmas.

16. In regular news matter never use "etc."

17. Use Y. M. C. A. and Y. W. C. A., not Young Men's Christian Association and Young Women's Christian Association.

18. Spell out United States, except when it occurs as part of title in navy or army, as Lieutenant James S. Smith U. S. A., or Lieutenant James Smith, U. S. N.

19. Do not abbreviate names of cities, as St. Joe for St. Joseph.

TITLES.

1. Do not use Mr. when initials or Christian name are given. The second time the man is mentioned in your story ordinarily use Mr. ,unless he has another title, such as doctor, professor.

2. Do not use Master in referring to a boy.

3. Do not use Esq. following a man's name.

4. Do not use Honorable, unless it is a title bestowed by Great Britain.

5. When a person has more than one title use that of the highest rank, as Dr. James Smith, rather than Prof. James Smith. If he has (rightfully) two titles, as Judge and Colonel. use the one last acquired or the one more commonly used by his friends.

6. Write James Smith and Mrs. Smith or Mr. and Mrs. James Smith, not James Smith and wife.

7. Do not write the Rev. James Smith, D. D., or Dr. James Smith, M. D.

8. Use Mrs. before the name of a married woman; Miss before the name of an unmarried woman. In giving a list

of married women it is permissable to precede it with Mesdames; Misses before list of unmarried women, always using Christian names or initials.

THE POSSESSIVE CASE.

1. To form the possessive case of a proper noun ending in s, add an apostrophe and s, as James's book.
2. To form the possessive of a plural noun already ending in s, add only the apostrophe, as soldiers' rifles.
3. Never use an apostrophe before the s in ours, yours. hers, its or theirs.

HEADS.

To COMPOSITORS:

In news heads, set final period only if the sentence is in pyramid form.

Capitalize all nouns, pronouns, verbs, adverbs, adjectives and interjections.

Capitalize all words of four or more letters.

Capitalize all forms of the verb to be, as was, is, am.

Capitalize both parts of compound words.

Capitalize a preposition when it is attached to the verb. as in the sentence: He Was Voted For by His Party.

COMPOUND WORDS.

1. Use hyphen in words in which two vowels occur together, as co-operate, re-elect.
2. Leave out hyphen in today and tomorrow.
3. Use the following style:

Basketball	Goodbye
Football	Indoor
Baseball	Outdoor

Postoffice
Courthouse
Fullback
Quarterback
Airship
Daytime
Grandstand
Sidewalk
Postmaster
Halfback
Cannot
Notebook
Lightweight
Heavyweight
Newspaper man

SPELLING.

Use Webster's International Dictionary as authority. Observe spelling given below:

abbattoir
adviser
aid-de-camp
antitoxin
ax
baptize
barytone
baseball
battalion
bazar
benefited
benefiting
biplane
blond (adj.)
bluing
boulder
boquet
Buenos Aires
bric-a-brac
calcimine
catalogue
cannot
cigarette
cantaloupe
canvas (cloth)
canvass (for votes)
chaperon
charivari
chauffeur
chiffonier
clew
connoisseur
consensus
cozy
crappie
criticise
defense
deshabille
demagogy
dilettante
develop
diphtheria
downstairs
drought

Eskimo
endorse
enforce
feaze
fiance (man)
fiancee (woman)
football
fiery
fleur-de-lis
fulfill
fusillade
gauge
gayety
gayly
glycerin
gelatin
gray
grewsome
guerilla
gypsy
Halloween
Hindu
horsepower
impostor
indispensable
innocuous
inoculate
inasmuch
jiu-jitsu
jimson weed
karat
kidnaped
kidnaper
laundered
leggins
lily
lineup (verb)
line-up (noun)
mamma
mantel (shelf)
mantle (covering)
marshal (officer)
mass meeting
medieval
midweek
monoplane
moneys
mustache
nickel
nearby
newspaper man
nitroglycerin
nowadays
oculist
offense
one's self
parquet
payroll
paraffin
pedagogy
postoffice
practice
program
portiere
procedure
prophecy (noun)

prophesy (verb)
quartet
quintet
rarefy
restaurateur
renaissance
soccer (football)
sauerkraut
sextet
skillful
stanch
syrup
strait-laced
sobriquet
supersede
thrash (to whip)
thresh (grain)
typify
vermilion
vender
vitreous
weird
whisky
willful
whir
woful

MISCELLANEOUS.

1. Never begin a sentence with figures. Spell out, or recast the sentence.

2. Say 40 years old, not aged 40 years.

3. Avoid over-use of the word blood.

4. Say former Judge, not ex-Judge.

5. Write dates thus: December 23, not December 23d.

6. Omit the name of the state after large cities, as New York, Chicago, Boston, Kansas City, St. Louis, Denver.

7. Do not use a long, cumbersome title preceding a name; put it after the name, as John Smith, keeper of the seal.

8. Do not make a title of a person's profession or occupation. Say Smith, a barber, not Barber Smith.

9. Do not use foreign words or phrases when English will do as well. "A dollar a day" is better than "a dollar per diem."

10. Use this style in date-lines: MEXICO, Mo., Jan. 3.—.

11. Say students in the School of Law, rather than lawyers. Exception—Lawyers may be used for the sake of brevity

in giving results of class athletic contests and in the stories in which the students of all divisions figure. In such cases, say lawyers, farmers, engineers, journalists, teachers, medics, academs.

12. Weddings do not occur. Things take place by design; they occur unexpectedly.

13. Avoid "a number of." Be specific if possible.

14. Don't spell forward, backward, and similar words with a final s.

15. Don't use the word lady for woman, or gentleman for man.

16. Use foregoing instead of above as an adjective; as the foregoing statement.

17. Use this style in giving time: At 5 o'clock yesterday afternoon; putting the hour before the day.

18. Write "fewer than" referring to numbers, not "less than."

19. Use dialect only when so instructed.

20. Don't say a man by the name of Smith; say a man named Smith.

21. Distinguish between don't and doesn't.

22. The building is the capitol; the city, the capital.

23. Don't forget to end quoted matter with quotation marks.

24. Don't overwork "on" before names of days, as on Wednesday, on tomorrow.

25. Don't overwork "for" in phrases such as for three days, for six years.